

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 10, 1978

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	31.6	23,540
2	THREE'S COMPANY	31.4	23,390
3	HAPPY DAYS	29.9	22,280
4	60 MINUTES	28.5	21,230
5	CIRCUS OF THE STARS(S)	28.0	20,860
6	TRIBUTE TO JIMMY STEWART(S)	27.9	20,790
7	M*A*S*H	27.5	20,490
8	LITTLE HOUSE-PRAIRIE	27.4	20,410
9	TAXI	26.2	19,520
10	ONE DAY AT A TIME	25.4	18,920
11	PINK PANTHER'S CHRISTMAS(S)	25.3	18,850
12	MORK & MINDY#	24.8	18,480
12	RUDOLPH-RED-NOSE REINDEER(S)	24.8	18,480
14	ALICE	24.7	18,400
15	ALL IN THE FAMILY	24.3	18,100
15	EIGHT IS ENOUGH	24.3	18,100
17	BENJI'S CHRISTMAS STORY(S)	24.1	17,950
17	NBC MONDAY NIGHT MOVIES	24.1	17,950
17	RAGGEDY ANN AND ANDY(S)	24.1	17,950
20	LOVE BOAT	24.0	17,880
21	WALTONS#	23.7	17,660

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	25.4	51,960
2	HAPPY DAYS	23.9	49,000
3	THREE'S COMPANY	23.2	47,460
4	RUDOLPH-RED-NOSE REINDEER(S)	22.3	45,560
5	PINK PANTHER'S CHRISTMAS(S)	21.2	43,290
6	MORK & MINDY#	20.2	41,420
7	M*A*S*H	19.6	40,090
8	CIRCUS OF THE STARS(S)	19.3	39,600
9	BENJI'S CHRISTMAS STORY(S)	19.2	39,290
10	LITTLE HOUSE-PRAIRIE	19.0	38,950
11	BATTLESTAR: GALACTICA#	18.6	38,150
12	RAGGEDY ANN AND ANDY(S)	18.6	38,030
13	60 MINUTES	18.3	37,360
14	EIGHT IS ENOUGH	18.2	37,350
15	TAXI	17.9	36,710
16	LOVE BOAT	17.6	35,920
17	ONE DAY AT A TIME	17.4	35,700
18	INCREDIBLE HULK#	16.7	34,280
19	DALLAS#	16.7	34,260
20	ALICE	16.6	33,960

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	25.8	20,160
2	THREE'S COMPANY	25.8	20,100
3	LITTLE HOUSE-PRAIRIE	23.3	18,220
4	60 MINUTES	23.1	18,060
5	HAPPY DAYS	23.1	18,030
6	CIRCUS OF THE STARS(S)	22.5	17,570
7	TRIBUTE TO JIMMY STEWART(S)	22.4	17,490
8	M*A*S*H	22.1	17,250
9	NBC MONDAY NIGHT MOVIES	21.3	16,630
10	TAXI	21.2	16,560
11	KAZ#	21.0	16,390
12	ONE DAY AT A TIME	20.8	16,230
13	BARBARA WALTER'S SPECIAL(S)	20.7	16,140
14	WALTONS#	20.4	15,910
15	ALL IN THE FAMILY	20.1	15,660
16	MORK & MINDY#	19.9	15,550
17	EIGHT IS ENOUGH	19.8	15,440
18	COUNTRY CHRISTMAS(S)	19.7	15,410
19	ALICE	19.5	15,250

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.8	15,960
2	NFL FOOTBALL GAME 2-NBC	22.2	15,550
3	CIRCUS OF THE STARS(S)	20.8	14,580
4	THREE'S COMPANY	19.6	13,770
5	MORK & MINDY#	19.5	13,660
6	NFL FOOTBALL POST 2-NBC#	19.3	13,510
7	M*A*S*H	19.1	13,360
8	NFL FOOTBALL SPECIAL(S)	19.0	13,290
9	LAVERNE AND SHIRLEY	18.5	12,980
10	BATTLESTAR: GALACTICA#	18.3	12,860
11	TRIBUTE TO JIMMY STEWART(S)	17.9	12,520
12	CENTENNIAL	17.4	12,190
13	ALICE	17.3	12,130
14	CBS WEDNESDAY NIGHT MOVIE#	17.2	12,040
15	HAPPY DAYS	17.1	12,010
16	ALL IN THE FAMILY	16.9	11,840
17	DALLAS#	16.3	11,460
18	KAZ#	16.1	11,310

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 10, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	29.5	14,300
2	THREE'S COMPANY	28.7	13,900
3	HAPPY DAYS	26.2	12,710
4	TAXI	23.9	11,550
5	M*A*S*H	23.8	11,500
6	MORK & MINDY#	22.8	11,040
7	ONE DAY AT A TIME	22.0	10,640
8	PINK PANTHER'S CHRISTMAS(S)	21.8	10,550
9	BATTLESTAR: GALACTICA#	21.3	10,290
10	RUDOLPH-RED-NOSE REINDEER(S)	20.9	10,130
11	KAZ#	20.3	9,810
12	NBC MONDAY NIGHT MOVIES	20.1	9,710
13	BARBARA WALTER'S SPECIAL(S)	19.5	9,450
14	CIRCUS OF THE STARS(S)	19.3	9,360
15	ABC NEWS CLOSEUP(S)	19.3	9,340
16	LITTLE HOUSE-PRAIRIE	19.1	9,230
17	ABC SUNDAY NIGHT MOVIE#	18.7	9,070
18	CBS WEDNESDAY NIGHT MOVIE#	18.5	8,980
18	LOVE BOAT	18.5	8,980
20	EIGHT IS ENOUGH	18.5	8,960
20	FANTASY ISLAND	18.5	8,960

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TRIBUTE TO JIMMY STEWART(S)	34.3	8,090
2	BOB HOPE SPECIAL(S)	33.3	7,860
3	60 MINUTES	32.8	7,740
4	COUNTRY CHRISTMAS(S)	32.6	7,690
5	LITTLE HOUSE-PRAIRIE	31.8	7,500
6	WALTONS#	31.0	7,320
7	CIRCUS OF THE STARS(S)	27.8	6,550
8	ALL IN THE FAMILY	26.6	6,270
9	BING CROSBY-XMAS YEARS(S)	24.6	5,810
10	ALICE	24.3	5,740
11	JOHNNY CASH CHRISTMAS SP.(S)	23.7	5,590
12	BARBARA WALTER'S SPECIAL(S)	23.1	5,450
13	DEAN MARTIN'S XMAS-CALIF.(S)	22.4	5,290
14	EIGHT IS ENOUGH	22.2	5,240
15	KAZ#	21.7	5,120
16	CHIPS	21.6	5,090
17	NBC MONDAY NIGHT MOVIES	21.5	5,080
18	THREE'S COMPANY	20.9	4,930
19	GRANDPA GOES-WASHINGTON#	20.7	4,890
20	LAVERNE AND SHIRLEY	20.2	4,770
21	HAWAII FIVE-O#	20.1	4,730
22	ROCKFORD FILES	18.8	4,430
23	ABC FRIDAY NIGHT MOVIE#	18.7	4,410

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BATTLESTAR: GALACTICA#	22.9	10,550
2	NFL FOOTBALL SPECIAL(S)	21.5	9,920
3	NFL FOOTBALL GAME 2-NBC	21.5	9,910
4	LAVERNE AND SHIRLEY	20.7	9,540
5	THREE'S COMPANY	20.6	9,510
6	MORK & MINDY#	20.6	9,500
7	NFL FOOTBALL POST 2-NBC#	19.8	9,110
8	HAPPY DAYS	19.1	8,810
9	M*A*S*H	19.0	8,740
10	ABC NEWS CLOSEUP(S)	18.2	8,400
11	CBS WEDNESDAY NIGHT MOVIE#	17.6	8,090
12	CIRCUS OF THE STARS(S)	17.5	8,040
13	TAXI	17.2	7,910
14	60 MINUTES	16.9	7,790
15	BARNEY MILLER	16.7	7,670
16	CHIPS	16.3	7,520
17	SOAP	16.0	7,360
18	LOVE BOAT	15.9	7,320
18	WHAT'S HAPPENING#	15.9	7,320

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.2	6,510
2	TRIBUTE TO JIMMY STEWART(S)	32.8	6,070
3	CIRCUS OF THE STARS(S)	28.6	5,300
4	WALTONS#	27.8	5,140
5	COUNTRY CHRISTMAS(S)	26.5	4,910
6	NFL FOOTBALL GAME 2-NBC	25.9	4,800
7	BOB HOPE SPECIAL(S)	25.8	4,780
8	LITTLE HOUSE-PRAIRIE	24.2	4,470
9	ALL IN THE FAMILY	24.1	4,460
10	ALICE	21.9	4,050
11	BARBARA WALTER'S SPECIAL(S)	21.7	4,020
12	CENTENNIAL	20.8	3,850
13	NFL FOOTBALL POST 2-NBC#	20.2	3,730
14	M*A*S*H	20.1	3,710
15	BARNABY JONES#	19.8	3,660
16	DEAN MARTIN'S XMAS-CALIF.(S)	19.0	3,520
17	KAZ#	18.9	3,490
18	BING CROSBY-XMAS YEARS(S)	18.6	3,450
19	ROCKFORD FILES	18.5	3,430
20	NBC NIGHTLY NEWS	18.4	3,410
21	CBS NFL FOOTBALL GAME 1	18.4	3,400
22	CBS EVENING NEWS-CRONKITE	18.0	3,330
22	NCAA FOOTBALL GAME-2#	18.0	3,330

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11	
*EVENING																													
ABC FRIDAY NIGHT MOVIE 8 168 A 18.6 31 1386 1756 808 324 869 302 485 441 191 319 583 250 348 251 126^203 139^113^ 165^ 151^																													
2 FRI. 9.00P 120 ABC FF 95 B 18.8 33 1401 1865 738 328 821 358 565 460 112 200 638 280 434 375 93 151 183 116 223 162																													
9.00 - 9.30 A 17.3 29 1289 1748 778 297 851 292 463 433 194 309 577 254 339 257 113^206 130^107^ 190 162																													
9.30 - 10.00 A 18.1 30 1348 1717 781 324 839 297 463 417 208 314 591 256 350 252 139^210 135^114^ 152^ 137^																													
10.00 - 10.30 A 19.5 33 1453 1802 814 327 872 297 488 445 189 326 616 256 369 268 141^215 147^114^ 167^ 153^																													
10.30 - 11.00 A 19.5 33 1453 1747 841 342 901 318 515 470 176 318 542 226 327 220 115^187 151^118^ 153^ 153^																													
ABC NEWS CLOSEUP(S) 197 A 20.4 34 1520 1838 754 379 853 373 616 485 79^173 742 353 553 465 99^143^ 142^ 74^ 101^ 101^																													
2 TUE. 10.00P 60 ABC DN 99 A 21.8 35 1624 1813 740 369 838 365 606 493 76^169 730 366 551 445 99^137^ 149 80^ 96^ 96^																													
10.00 - 10.30 A 19.0 33 1416 1863 766 389 866 381 624 475 82^177 756 337 553 484 103^153^ 137^ 68^ 104^ 104^																													
10.30 - 11.00																													
ABC NEWSBRIEF-M-F 63 178 177 A 18.2 28 1356 1899 738 272 821 332 524 431 103 236 619 271 410 330 93 166 194 101 265 186																													
M & F 8.58P 1 ABC N 93 93 B 19.1 30 1423 1899 719 284 797 355 539 437 95 199 617 270 402 336 91 165 212 113 273 191																													
TU-TH 9.58P 1																													
ABC NEWSBRIEF-SAT. 13 176 184 A 22.5 38 1676 1957 735 245 812 330 522 423 107 221 603 253 423 346 84 141 206 128 336 266																													
SAT. 9.58P 1 ABC N 94 95 B 20.6 36 1535 1956 741 280 820 305 517 462 117 231 606 233 383 350 88 168 190 102 340 252																													
ABC NEWSBRIEF-SUN. 13 192 192 A 18.2 26 1356 2204 699 276 756 354 542 406 81^172 787 394 571 525 75^150 221 78^ 440 249																													
1 SUN. 8.58P 1 ABC N 96 96 B 19.4 29 1445 2196 669 288 751 411 584 424 72 127 725 395 573 470 62 106 262 110 458 305																													
2 SUN. 8.57P 2																													
ABC SUNDAY NIGHT MOVIE 10 197 A 18.2 27 1356 1853 836 323 971 443 669 501 90^235 623 319 458 363 89^138^ 145^ 84^ 114^ 59^																													
2 SUN. 9.00P 114 ABC FF 99 B 23.7 36 1766 1997 737 357 841 416 633 501 82 148 753 373 573 489 84 124 226 94 177 127																													
9.00 - 9.30 A 17.8 26 1326 1902 805 279 930 441 635 451 86^225 652 333 470 373 100^161^ 130^ 77^ 190 89^																													
9.30 - 10.00 A 17.7 25 1319 1804 821 316 954 435 669 499 85^222 610 303 449 348 83^141^ 138^ 80^ 102^ 64^																													
10.00 - 10.30 A 18.5 28 1378 1848 858 349 1004 449 689 521 96^252 602 309 444 361 88^123^ 157^ 91^ 85^ 44^																													
10.30 - 11.00 A 19.1 31 1423 1851 855 342 991 443 678 527 95^243 618 324 466 370 80^115^ 163^ 89^ 79^ 37^																													
ABC WORLD NEWS TONIGHT 50 196 197 A 11.4 20 849 1664 768 227 822 245 400 374 122 331 584 178 285 269 117 235 97 40^ 161 113																													
M-F 6.30P 30 ABC N 99 99 B 10.3 20 767 1631 711 246 793 261 416 370 116 299 604 199 315 298 106 232 88 41 146 91																													
ABC WRLD NEWS TONIGHT-SAT 3 111 A 5.3 10 395 2073 661 198^ 821 328^ 432^419^ 128^306^ 866 458^ 584^468^ 131^253^ 177^ 85^ 209^ 109^																													
2 SAT. 6.30P 30 ABC N 67 B 4.2 8 313 1834 613 169 757 299 455 382 106 256 697 282 420 397 123 239 111 41 269 157																													
LICE 6 196 195 A 24.7 35 1840 1846 755 307 829 270 440 428 118 312 659 220 366 369 101 219 155 76 203 151																													
SUN. 8.30P 30 CBS CS 99 99 B 25.2 36 1877 1857 763 275 861 236 421 405 133 354 641 167 299 319 117 266 157 75 198 144																													
ALL IN THE FAMILY 6 194 196 A 24.3 36 1810 1811 772 326 865 282 438 396 129 348 654 205 328 336 118 247 128 68^ 164 112																													
SUN. 8.00P 30 CBS CS 99 99 B 24.7 36 1840 1806 775 282 868 222 397 384 147 383 647 157 286 311 130 282 131 66 160 106																													
BARBARA WALTER'S SPECIAL(S) 197 A 22.1 34 1646 1832 815 315 980 392 573 452 130^332 604 199 315 272 133^243 142^ 87^ 106^ 49^																													
1 WED. 10.00P 60 ABC DN 99 A 23.2 35 1728 1867 809 298 963 387 566 450 123^317 631 219 338 280 144 252 150 90^ 123^ 67^																													
10.00 - 10.30 A 21.0 33 1565 1783 817 333 995 397 583 455 135^344 569 177 289 259 123^233 132^ 81^ 87^ 30^																													
10.30 - 11.00																													
ARNABY JONES 9 158 A 20.4 35 1520 1784 812 216 892 271 519 476 127^282 625 205 332 311 135^241 152^ 54^ 115^ 89^																													
1 THU. 10.00P 60 CBS PD 91 B 19.9 35 1483 1697 761 263 837 238 430 438 143 297 672 204 351 342 126 250 102 46 86 62																													
10.00 - 10.30 A 19.4 33 1445 1857 848 235 938 295 548 487 135^299 621 201 323 306 139^242 156^ 62^ 142^ 102^																													
10.30 - 11.00 A 21.4 38 1594 1713 777 198 847 249 490 464 117^266 624 206 336 314 130^240 152^ 48^ 90^ 77^																													
ARNEY MILLER 11 185 189 A 21.0 32 1565 1955 745 278 818 389 563 458 68^178 670 340 488 406 85 141 217 92 250 148																													
THU. 9.00P 30 ABC CS 97 97 B 23.1 37 1721 1931 741 319 817 392 581 465 85 174 665 331 479 389 77 139 224 124 225 160																													
ATTLESTAR: GALACTICA 10 201 A 21.5 31 1602 2381 642 360 752 464 643 476 43^ 69^ 803 476 660 548 38^ 93^ 384 129^ 442 300																													
CONT'D																													





PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
													TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																		
CBS WEDNESDAY NIGHT MOVIE										6	179		A 21.1	32	1572	1983	749	284	793	367	571	452	91	149	765	339	513	431	105	186	251	96	174	142
1 WED. 9.00P 120 CBS FF										97		B 16.3	26	1214	1859	740	306	792	338	541	444	104	179	677	301	443	383	96	171	255	114	135	92	
9.00 - 9.30											A 18.6	28	1386	2006	762	275	802	365	563	448	96	172	766	343	521	417	101	187	206	61	232	158		
9.30 - 10.00											A 19.8	29	1475	2010	716	257	774	376	553	446	98	145	773	357	522	415	106	190	256	71	207	180		
10.00 - 10.30											A 22.8	35	1699	1964	772	295	806	372	593	467	85	138	744	324	493	430	102	180	261	118	153	129		
10.30 - 11.00											A 23.3	37	1736	1942	735	298	777	351	567	441	85	138	771	330	519	451	107	188	274	123	120	110		
CENTENNIAL										5	208	207	A 20.7	31	1542	1938	797	296	843	267	498	465	128	266	791	258	462	432	147	250	165	53	139	102
2 SUN. 8.03P 120 NBC GD										99	98	B 21.9	33	1632	1878	778	277	847	276	496	466	137	278	753	263	445	423	139	242	128	55	150	107	
8.00 - 8.30											A 16.1	24	1199	2118	697	215	752	280	473	404	98	229	879	333	542	425	180	280	174	85	313	222		
8.30 - 9.00											A 17.8	26	1326	2038	722	256	762	261	460	432	116	224	846	314	518	428	177	261	170	66	260	191		
9.00 - 9.30											A 22.3	32	1661	1988	819	308	863	263	505	479	129	278	799	257	467	443	147	246	171	60	155	117		
9.30 - 10.00											A 21.6	31	1609	1933	825	303	868	263	524	495	127	263	791	255	456	437	145	246	182	51	92	73		
10.00 - 10.30											A 22.3	35	1661	1848	839	333	889	267	495	466	147	299	743	222	419	425	135	252	130	30	86	51		
10.30 - 11.00											A 21.2	35	1579	1748	792	306	845	261	471	447	142	289	730	216	414	418	129	241	126	35	47	38		
CHARLIE'S ANGELS										11	195	A 21.1	32	1572	1785	681	225	764	305	475	387	111	227	561	213	330	313	87	164	218	122	242	205	
2 WED. 9.00P 60 ABC PD										97																								



PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS OF ING (2+)	LADY WORK- HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
													TOTAL	18- 34	WOMEN 18- 25- 49 54		55- 64	55+	TOTAL	18- 34	MEN 18- 25- 49 54		55- 64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																		
DICK CLARK'S LIVE WEDNSDY													9	195	193																			
WED. 8.00P 60 NBC GV													95	98																				
8.00 - 8.30													A 16.3	25	1214	1761	717	217	826	324	456	357	155	323	687	252	421	401	95^217	122	50^	126	79^	
8.30 - 9.00													A 16.2	26	1207	1832	722	269	812	336	486	382	124	269	636	266	409	350	79	183	159	68	225	159^
													A 16.0	25	1192	1721	734	210	836	330	461	353	151	330	673	232	394	386	93^220	123	49^	89^	65^	
													A 16.5	24	1229	1797	701	220	816	322	453	363	159	313	701	275	449	419	95^212	117	47^	163	93^	
DIFFERENT STROKES													6	158	170																			
1 FRI. 8.30P 30 NBC CS													88	89																				
2 FRI. 8.00P 30													A 16.5	27	1229	2003	706	289	799	270	496	394	121	251	557	206	317	279	100^186	243	93^	404	292	
													B 16.5	28	1229	1983	764	302	862	264	470	408	155	329	606	208	339	285	117	222	182	80	333	239
DONNY AND MARIE													8	162	185																			
FRI. 8.00P 60 ABC GV													90	96																				
8.00 - 8.30													A 16.0	27	1192	1927	723	210	821	237	391	370	149	353	609	223	341	277	104^224	153	91^	344	252	
8.30 - 9.00													B 16.5	29	1229	2015	755	236	837	311	476	407	115	295	562	220	332	282	90	187	163	107	453	308
													A 15.0	25	1118	1923	722	196	827	240	388	357	158	372	602	231	335	266	102^215	154	97^	340	249	
													A 17.0	28	1267	1919	724	222	810	230	389	380	138	336	614	219	346	288	105	230	148	87^	347	251
EDDIE CAPRA MYSTERIES													9	176	200																			
FRI. 10.00P 60 NBC SM													93	97																				
10.00 - 10.30													A 17.8	30	1326	1683	744	281	836	284	473	429	125	276	711	236	419	378	162	233	73^	19v	63^	63^
10.30 - 11.00													B 16.1	29	1199	1649	753	283	830	246	447	455	137	289	641	186	354	356	132	224	94	43	84	72
													A 17.7	30	1319	1638	724	279	812	273	447	408	128	278	684	233	394	354	157	230	84^	22v	58^	58^
													A 17.9	31	1334	1718	763	281	854	292	493	446	119	272	734	239	447	400	163	232	60^	16v	70^	70^
EIGHT IS ENOUGH													15	199	194																			
1 WED. 8.00P 120 ABC CS													99	98																				
2 WED. 8.00P 60													A 24.3	36	1810	2064	764	277	853	325	496	407	111	289	565	231	332	281	93	183	258	161	388	288
8.00 - 8.30													B 22.8	37	1699	2096	769	287	868	353	539	444	105	258	537	220	321	266	86	166	279	174	412	308
8.30 - 9.00													A 20.5	31	1527	1902	730	267	805	268	415	365	137	314	552	206	295	255	106	198	232	143	313	237
													A 23.3	34	1736	2032	757	270	825	301	473	409	113	276	581	252	346	283	93	180	240	153	386	288
9.00 - 9.30													A 29.4	44	2190	2220	800	296	913	393	575	448	91^278	550	224	342	296	84^168	291	178	466	341		
9.30 - 10.00													A 29.1	43	2168	2164	786	283	904	374	558	415	96^290	561	230	344	290	89^180	280	176	419	302		
FAMILY													8	191																				
2 THU. 10.00P 60 ABC GD													98																					
10.00 - 10.30													A 15.6	25	1162	1879	782	328	866	438	605	496	77^173^	592	363	445	353	70^109^	243	153^	178^	99^		
10.30 - 11.00													B 18.2	32	1356	1827	838	330	936	485	700	535	88	185	533	299	405	314	51	95	216	148	142	102
													A 15.7	25	1170	1908	785	331	870	441	610	494	80^174^	588	361	447	347	73^111^	254	159^	196^	104^		
													A 15.5	25	1155	1838	777	326	860	434	597	494	74^175^	594	366	443	360	62^103^	223	144^	161^	93^		
FANTASY ISLAND													12	182	187																			
SAT. 10.00P 60 ABC A													97	98																				
10.00 - 10.30													A 23.3	41	1736	1895	734	249	804	324	516	422	105	213	616	239	400	341	85	159	225	133	250	206
10.30 - 11.00													B 21.3	39	1587	1912	731	278	805	320	532	466	100	199	625	260	416	350	76	155	215	113	267	210
													A 23.7	41	1766	1902	748	257	818	329	525	426	104	215	613	232	394	339	83	160	219	132	252	205
													A 22.9	41	1706	1880	719	240	788	322	506	415	107	211	614	246	404	342	85	156	230	132	248	206
FAT ALBERT CHRISTMAS SPEC(S)													183																					
1 WED. 8.00P 30 CBS EA													96																					
8.00 - 8.30													A 15.6	24	1162	2065	645	221	686	281	496	407	79^149^	590	227	390	355	87^163^	143^	56^	646	371		
FLYING HIGH													10	152	159																			
FRI. 10.00P 60 CBS CS													90	90																				
10.00 - 10.30													A 17.1	29	1274	1867	745	218	774	310	515	469	91^199	590	247	409	383	69^143	154	55^	349	263		
10.30 - 11.00													B 15.0	27	1118	1939	713	249	758	342	526	477	93	174	597	254	419	376	76	134	222	101	362	281
													A 16.6	28	1237	1892	743	221	776	313	519	471	87^199	581	237	407	382	70^144	155	55^	380	285		
													A 17.6	31	1311	1837	742	212	769	307	510	465	94^196	597	255	407	379	68^145	154	54^	317	244		
FROSTY THE SNOWMAN(S)													195																					
1 THU. 8.00P 30 CBS EA													98																					
8.00 - 8.30													A 20.7	32	1542	2066	653	135^	698	330	433	374	82^225	353	159^	227	204	33v107^	201	96^	814	487		
GOOD TIMES													8	137	173																			
SAT. 8.30P 30 CBS CS													85	97																				
8.30 - 9.00													A 11.2	19	834	1640	732	187	772	214	365	330	98^336	511	151	214	262	63^219	89^	32v	268	196		
													B 13.0	24	969	1776	782	275	865	263	446	412	133	350	465	142	241	236	70	183	155	93	291	218
GRANDPA GOES-WASHINGTON													6	182																				
2 TUE. 8.00P 60 NBC GD													95																					
8.00 - 8.30													A 11.7	18	872	1618	768	179^	846	104^	180^222^	281	561	598	71v	152^160^	157^380	43v	23v	131^	64v			
8.30 - 9.00													B 14.4	23	1073	1778	804	202	882	176	310	327	194	482	624	133	240	240	151	310	79	41	193	133
													A 11.6	18	864	1618	784	189^	869	102^	170^214^	302	594	604	57v	141^172^	163^390	34v	25v	111^	50v			
													A 11.9	18	887	1591	741	165^	809	103^	183^226^	256^521	584	84^	159^147^	149^366	51v	20v	147^	77^				





FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
						AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	55- 64	55+ 65+	18- 34	18- 49	25- 54	55- 64	55+ 65+												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
EVENING CONT'D																															
NCAA FOOTBALL SPEC-CONT'D																															
		10.00 - 10.30						A	13.3	23	991	1415	429	111^	450	143^	263	269	58^133^	822	243^	426	467	189^301	57^	9^	86^	53^			
		10.30 - 11.00						A	11.9	21	887	1462	457	139^	466	136^	254^270^	98^145^	828	243^	443	460	201^309	78^	17^	90^	55^				
		11.00 - 11.30						A	13.0	24	969	1441	467	180^	483	192^	275	256	85^159^	807	271	483	486	161^256	59^	12^	92^	73^			
		11.30 - 12.00						A	11.5	25	857	1426	456	135^	474	227^	293	276^	48^138^	789	280^	481	501	146^238^	74^	30^	89^	55^			
NEWSBREAK-M-F																															
1	MTU THF	8.58P	1	CBS	N	59	161	166	A	16.9	25	1259	1977	720	259	790	288	458	392	118	266	571	225	338	302	97	192	154	76	462	266
1	WED.	8.28P	1						B	15.4	24	1147	1958	741	278	822	301	476	407	124	278	596	225	345	315	98	200	167	73	373	227
2	M-F	8.58P	1																												
NEWSBREAK-SAT.																															
	SAT.	8.58P	1	CBS	N	12	122	149	A	11.1	18	827	1672	744	198	789	257	388	348	80^341	510	142^	202	237	65^248	93^	44^	280	192		
									B	12.5	22	931	1912	769	267	851	273	453	407	126	312	582	195	331	314	88	199	174	102	305	200
NEWSBREAK-SUN.																															
	SUN.	8.58P	1	CBS	N	12	170	170	A	22.8	32	1699	1869	740	308	815	260	435	423	116	303	660	209	372	380	102	211	161	83	233	185
									B	20.7	30	1542	1865	784	318	882	256	450	435	136	337	621	173	311	326	112	237	165	88	197	143
NFL FOOTBALL SPECIAL(S)																															
1	SUN.	9.00P	167	ABC	SE	198	99		A	19.5	31	1453	1738	450	237	485	237	372	339	37^	87^	914	462	683	551	88^196	195	21^	144^	109^	
		9.00 - 9.30							A	19.1	28	1423	1869	450	248	493	252	368	344	26^	93^	943	484	693	566	92^198	205	14^	228	177	
		9.30 - 10.00							A	20.2	29	1505	1840	476	237	515	268	382	350	34^101^	975	500	729	575	107^210	181	12^	169	125^		
		10.00 - 10.30							A	20.5	31	1527	1692	443	255	474	251	376	340	39^	81^	920	484	685	538	83^198	178	19^	120^	91^	
		10.30 - 11.00							A	18.8	29	1401	1637	452	234	484	232	371	342	43^	93^	869	437	651	530	81^195	191	17^	93^	70^	
		11.00 - 11.30							A	19.7	36	1468	1710	453	227	491	205	388	349	38^	77^	893	417	665	557	79^194	202	38^	124^	99^	
NFL MONDAY NIGHT FOOTBALL																															
1	MON.	9.00P	175	ABC	SE	96	99		A	17.0	27	1267	1447	371	151	387	131	262	243	44^105	815	284	513	483	113	233	137	19^	108	91^	
2	MON.	9.00P	160						B	20.4	34	1520	1585	418	175	448	169	298	266	59	114	887	349	583	541	131	226	147	26	103	76
		9.00 - 9.30							A	16.9	24	1259	1473	377	150	386	98^	240	224	64^126	798	261	483	468	120	240	127	12^	162	128	
		9.30 - 10.00							A	19.5	28	1453	1478	367	137	378	109	238	219	56^119	828	270	500	495	108	249	128	8^	144	113	
		10.00 - 10.30							A	19.6	29	1460	1464	365	141	375	130	262	234	40^	97	832	287	519	494	120	240	158	27^	99	80^
		10.30 - 11.00							A	17.2	26	1281	1405	334	132	347	112	237	226	33^	89^	822	312	525	473	124	234	140	19^	96^	87^
		11.00 - 11.30							A	14.4	27	1073	1405	403	188	427	181	313	299	30^	87^	781	288	534	488	98^193	131	30^	66^	66^	
		11.30 - 12.00							A	13.5	32	1006	1465	426	212^	490	256	372	328	22^	80^	828	309	514	424	99^246	127^	20^	20^	20^	
ONE DAY AT A TIME																															
	MON.	9.30P	30	CBS	C5	10	194	189	A	25.4	36	1892	1887	763	333	856	347	562	462	119	230	589	285	385	330	96	166	233	133	209	147
									B	23.2	34	1728	1838	798	334	884	368	581	474	111	228	557	241	356	318	79	153	225	116	172	126
PAPER CHASE																															
	TUE.	8.00P	60	CBS	GD	10	173	169	A	12.4	19	924	1635	705	254	782	227	366	338	101^334	599	226	322	343	75^195	111^	79^	143	76^		
		8.00 - 8.30							B	12.4	19	924	1702	724	284	817	272	437	400	120	296	618	250	351	328	96	208	116	62	151	86
		8.30 - 9.00							A	12.3	19	916	1616	696	250	774	222	365	328	108^334	595	222	325	333	76^194	99^	73^	148	74^		
									A	12.5	19	931	1646	715	252	787	234	365	348	92^331	599	229	319	351	74^194	122^	83^	138	79^		
PINK PANTHER'S CHRISTMAS(S)																															
2	THU.	8.30P	30	ABC	EA	198	99		A	25.3	37	1885	2297	730	239	797	381	561	480	67^154	469	244	338	285	71^	99^	214	106^	817	542	
PROJECT U.F.O.																															
	THU.	8.00P	60	NBC	SF	7	154	187	A	10.4	16	775	1659	644	235	700	166	343	360	140^292	675	184	332	310	158^284	140^	27^	144^	106^		
		8.00 - 8.30							B	11.5	19	857	1835	645	224	703	195	363	365	145	270	683	222	376	376	137	233	167	39	282	205
		8.30 - 9.00							A	10.0	16	745	1667	626	235	673	162^	322	346	139^280	682	197	338	305	152^282	146^	29^	166^	131^		
									A	10.8	16	805	1630	661	228	714	165	356	367	138^301	664	170	323	313	163	284	129^	23^	123^	84^	
QUINCY, M.E.																															
	THU.	9.00P	60	NBC	OP	11	200	212	A	19.6	30	1460	1790	816	268	893	340	588	537	95	240	593	217	349	324	99	185	142	69^	162	130
		9.00 - 9.30							B	18.8	30	1401	1763	745	276	830	298	529	485	118	241	622	213	379	367	111	176	151	66	160	130
		9.30 - 10.00							A	18.9	29	1408	1798	797	258	670	334	573	525	94	234	598	223	354	318	99	192	154	71^	176	145
									A	20.3	31	1512	1769	829	274	907	340	600	545	96	242	584	211	345	329	95	175	1			

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																					
RAGGEDY ANN AND ANDY(S)														197	A 24.1 38 1795		2119	643 131	684 330	453 346	93	201	456 233	331 291	31	95	185 92	794 485									
1 THU. 8.30P 30 CBS EA														98																							
RHODA														9	133 164	A 11.2 19 834		1746	769 193	806 174	340 340	140	372	573 145	227 265	91	269	97	62	270 178							
SAT. 8.00P 30 CBS CS														86 94	B 12.7 24 946		1782	785 286	868 264	438 390	145 355	504 155	255 256	75 207	127 77	283 179											
ROCKFORD FILES														11	187 200	A 19.0 31 1416		1790	789 293	872 290	472 435	136 312	678 204	365 348	155 243	90 40	150 109										
FRI. 9.00P 60 NBC PD														94 97	B 16.7 29 1244		1717	778 271	854 248	430 422	153 335	649 189	338 351	130 242	86 43	128 97											
9.00 - 9.30															A 18.7 31 1393		1811	787 296	877 286	478 446	134 313	672 200	364 346	152 239	92 40	170 115											
9.30 - 10.00															A 19.3 32 1438		1763	789 290	866 293	467 423	139 312	680 208	363 349	159 243	85	39	132 104										
RUDOLPH-RED-NOSE REINDEER(S)														192	A 24.8 37 1848		2465	701 253	799 360	548 421	81	212	448 212	298 256	54	108	274 143	944 549									
2 WED. 8.00P 60 CBS EA														98			A 24.2 37 1803		2463	706 251	798 355	549 419	81	214	436 204	290 254	52	104	262 141	967 559							
8.00 - 8.30															A 25.5 38 1900		2453	693 253	795 363	542 417	83	211	457 221	307 257	59	111	282 145	919 539									
8.30 - 9.00																	A 19.0 31 1416		2317	597 181	723 308	489 383	102	190	535 229	389 274	79	125	193 112	866 574							
RUDOLPH'S SHINEY NEW YEAR(S)														187	A 18.4 30 1371		2284	555 165	681 283	459 365	87	181	551 249	411 281	73	121	194 117	858 573									
2 SAT. 8.00P 60 ABC EA														98	A 19.5 32 1453		2354	635 195	760 329	515 402	116	198	518 210	370 266	85	125	196 109	880 579									
8.00 - 8.30																	A 15.8 24 1177		2568	693 168	758 283	545 429	113	198	558 285	434 333	52	83	367 162	885 541							
8.30 - 9.00																	A 14.9 23 1110		2502	690 167	758 265	530 423	118	208	538 270	415 313	45	80	356 156	850 517							
SANTA CLAUS-COMING-TOWN(S)														187	A 16.8 26 1252		2604	691 166	752 294	554 432	104	185	570 299	448 351	55	81	371 165	911 559									
2 SUN. 7.00P 60 ABC EA														98	A 14.9 25 1110		2109	714 141	762 304	479 464	116	241	498 202	325 295	63	146	97	15	752 354								
7.00 - 7.30															A 14.5 24 1080		2112	724 127	758 321	475 442	116	240	509 222	327 294	63	150	96	15	749 346								
8.30 - 9.00															A 15.2 25 1132		2110	706 153	766 287	486 486	116	242	483 179	318 294	63	141	102	15	759 365								
60 MINUTES														13	201 202	A 28.5 44 2123		1760	765 295	850 246	399 378	131 365	751 216	367 382	141 306	96 29	63 44										
SUN. 7.00P 60 CBS DN														99 99	B 24.1 39 1795		1745	756 305	835 224	402 387	133 346	745 216	370 377	143 296	85 35	80 54											
7.00 - 7.30															A 27.0 42 2012		1755	760 286	846 237	389 375	134 369	753 209	363 379	146 315	92 27	64 43											
7.30 - 8.00															A 29.9 45 2228		1764	770 305	854 255	406 381	126 360	752 224	370 387	137 300	99 30	59 40											
SOAP														11	187 189	A 19.6 30 1460		1922	718 276	799 425	598 490	57	132	656 375	504 405	75	116	241 116	226 124								
THU. 9.30P 30 ABC CS														98 99	B 21.6 35 1609		1896	751 337	834 438	633 497	76 140	660 362	500 391	68 118	238 133	164 113											
STARKY AND HUTCH														10	201	A 19.0 31 1416		1740	709 336	833 365	578 454	94	212	557 240	329 286	92	170	166	112	184 111							
1 TUE. 10.00P 60 ABC OP														99	B 19.1 32 1423		1750	715 306	805 385	581 476	75 158	611 301	433 356	80 129	203 97	131 98											
10.00 - 10.30															A 19.3 31 1438		1784	725 329	844 369	589 453	102	218	567 241	353 305	88	166	161	111	212 130								
10.30 - 11.00															A 18.7 31 1393		1686	693 344	821 361	563 452	86	209	543 238	306 263	98	175	167	112	155 91								
STORY OF CHRISTMAS(S)														190	A 10.7 18 797		2018	796 159	949 184	339 353	78	545	773 373	500 433	105	245	91	71	205 106								
1 SAT. 9.00P 60 NBC GV														92			A 11.3 19 842		2078	778 164	923 191	330 341	73	526	792 404	526 473	98	233	114	96	249 126						
9.00 - 9.30															A 10.0 17 745		1952	819 154	980 172	346 367	86	572	749 341	470 391	111	251	65	43	158 83								
9.30 - 10.00																	A 26.2 40 1952		1881	757 327	848 355	591 474	116 210	575 284	406 327	78 132	212 121	246 165									
TAXI														11	202 196	B 24.5 37 1825		1883	742 319	933 400	595 477	90 177	574 282	404 335	72 123	245 132	231 163										
TUE. 9.30P 30 ABC CS														99 99			A 31.4 47 2339		2029	777 318	861 376	595 477	115 211	588 272	406 341	75 136	217 128	363 251									
THREE'S COMPANY														11	207 201	B 29.3 44 2183		2019	765 325	854 408	604 480	97 190	563 267	390 319	71 125	277 154	325 232										
TUE. 9.00P 30 ABC CS														99 99																							





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																		
WONDERFUL WORLD OF-CONT'D																																		
1	SUN.	7.05P	55	NBC	FF	99	99	B	18.6	30	1386	2271	670 214	738 275	456 407	104 227	706 300	477 417	82 168	232 105	595 381													
2	SUN.	7.03P	60					A	16.3	25	1214	2207	657 198	749 287	473 371	101 243	677 260	450 388	120 188	212 73	569 370													
		7.00 - 7.30						A	16.6	25	1237	2259	700 192	799 271	454 377	113 300	659 250	447 375	101 180	198 80	603 386													
		7.30 - 8.00						A	17.8	29	1326	1884	760 232	859 238	492 454	138 326	515 168	326 332	58 164	151 55	359 241													
YOUNG AND FOOLISH(S)																																		
2	FRI.	9.00P	60	CBS	GV		194 99	A	18.4	30	1371	1939	773 237	871 240	502 457	146 336	535 180	341 343	64 169	146 47	387 252													
		9.00 - 9.30						A	17.3	29	1289	1805	739 223	839 231	476 444	127 316	486 152	303 314	54 159	154 62	326 225													
		9.30 - 10.00																																
•LATE FRINGE																																		
ABC WEEKEND REPORT-SAT.														10	147 148	A	9.1	18	678	1577	675 248	759 308	453 430	125 229	616 206	386 350	90 161	95 49	107 91					
	SAT.	11.00P	15	ABC	N		89 89	B	7.6	16	566	1681	744 250	810 299	513 452	110 227	650 250	432 355	94 163	112 56	109 90													
ABC WEEKEND REPORT-SUN.														10	157 152	A	5.3	14	395	1458	668 210	686 250	438 409	61 196	551 235	403 406	18 86	205 76	16 17					
1	SUN.	11.55P	15	ABC	N		93 92	B	5.9	14	440	1550	730 270	800 342	550 462	101 185	615 269	438 362	64 137	86 27	49 32													
2	SUN.	11.00P	15																															
BARETTA 11:30PM														10	143 140	A	5.5	21	410	1259	544 188	561 198	356 345	75 148	398 123	289 256	51 95	207 90	93 93					
1	FRI.	12.49A	66	ABC	OP		88 89	B	5.4	18	402	1432	600 232	656 264	446 385	55 146	574 217	411 378	75 105	118 53	84 74													
2	FRI.	11.30P	65					A	7.4	21	551	1419	725 324	742 272	491 481	82 186	319 63	189 239	48 80	246 96	112 112													
		11.30 - 12.00																																



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																	
				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																											
BUGS BUNNY/ROAD RUNNER 2 12 193 194 A 10.6 40 790 1538 240 61^ 264 132^ 210 145^ 23^ 49^ 258 130^ 189 142^ 32^ 52^ 206 50^ 810 433																											
SAT. 9.30A 30 CBS CA 99 99 B 9.9 39 738 1703 308 99 346 196 281 187 22 53 269 157 213 150 19 37 228 104 860 497																											
BUGS BUNNY/ROAD RUNNER 3 12 191 195 A 10.9 39 812 1538 241 86^ 290 171 243 154 20^ 42^ 244 123^ 183 106^ 26^ 52^ 186 40^ 818 435																											
SAT. 10.00A 30 CBS CA 99 99 B 10.4 40 775 1675 299 128 358 214 294 180 19 49 275 157 209 153 28 47 222 93 820 458																											
CBS NFL FOOTBALL PRE-SAT(S) 190 A 7.3 20 544 1502 525 186^ 543 277^ 363^ 313^ 49^ 148^ 576 148^ 298^ 282^ 114^ 239^ 181^ 37^ 202^ 94^																											
2 SAT. 3.30P 30 CBS SC 99																											
CBS NFL FOOTBALL GAME-SAT(S) 200 A 17.5 40 1304 1515 389 92^ 409 130^ 236 218 65^ 153^ 774 255 443 461 121^ 239 170^ 37^ 162^ 110^																											
2 SAT. 4.00P 180 CBS SE 99																											
4.00 - 4.30 A 14.0 37 1043 1407 363 98^ 380 144^ 232^ 222^ 70^ 128^ 711 242 400 407 133^ 235 165^ 30^ 151^ 122^																											
4.30 - 5.00 A 16.6 42 1237 1502 355 96^ 370 134^ 218 204 69^ 139^ 771 263 434 463 129^ 242 162^ 32^ 199 124^																											
5.00 - 5.30 A 17.8 42 1326 1537 394 74^ 415 140^ 244 228 69^ 152^ 767 259 432 466 126^ 238 163^ 25^ 192 113^																											
5.30 - 6.00 A 16.5 36 1229 1569 432 80^ 451 156^ 269 243 66^ 165^ 781 257 441 479 121^ 227 163^ 33^ 174^ 111^																											
6.00 - 6.30 A 19.5 40 1453 1502 374 105^ 408 105^ 234 213 60^ 153^ 791 233 453 463 119^ 237 180 61^ 123^ 93^																											
6.30 - 7.00 A 20.7 40 1542 1541 417 97^ 422 114^ 225 206 64^ 176 806 265 474 473 108^ 258 175 33^ 138^ 106^																											
CBS NFL FOOTBALL PRE GAME 12 198 195 A 8.8 32 656 1575 306 98^ 339 71^ 180^ 215 66^ 105^ 773 290 447 468 142^ 252 246 63^ 217 144^																											
SUN. 12.30P 30 CBS SC 99 99 B 7.4 28 551 1495 341 143 381 121 226 235 57 109 810 353 561 507 106 183 162 29 142 110																											
CBS NFL FOOTBALL GAME 1 12 201 204 A 17.4 44 1296 1470 315 113 346 114 190 172 70^ 135 864 345 538 485 144 261 144 28^ 116 80^																											
1 SUN. 1.00P 181 CBS SE 99 99 B 15.9 44 1185 1541 354 156 393 140 241 221 58 118 902 364 586 533 133 241 136 28 110 81																											
2 SUN. 1.00P 169																											
1.00 - 1.30 A 14.6 45 1088 1533 285 112^ 319 98^ 177 181 60^ 115^ 861 372 551 486 129 244 197 34^ 156 108^																											
1.30 - 2.00 A 17.1 47 1274 1455 294 108 342 124 191 175 67^ 123 838 323 514 492 151 263 156 22^ 119 75^																											
2.00 - 2.30 A 17.9 45 1334 1456 303 117 342 121 183 165 61^ 134 856 336 523 491 145 269 136 27^ 122 77^																											
2.30 - 3.00 A 18.4 45 1371 1442 308 101 330 94 160 153 73^ 148 865 335 531 460 150 275 139 28^ 108 73^																											
3.00 - 3.30 A 18.9 43 1408 1488 361 122 381 124 219 192 81^ 149 875 353 548 479 148 256 137 33^ 95 72^																											
3.30 - 4.00 A 16.4 36 1222 1364 269 115^ 291 104^ 176^ 149^ 65^ 97^ 884 397 568 487 101^ 248 79^ 14^ 110^ 90^																											
CBS SPORTS SPECTACULAR 11 140 A 5.8 15 432 1581 430^ 197^ 515^ 276^ 355^ 279^ 34^ 119^ 727 373^ 476^ 392^ 179^ 251^ 140^ 61^ 199^ 134^																											
1 SAT. 5.00P 60 CBS SA 85 B 4.7 13 350 1591 466 139 514 191 302 247 68 159 758 276 466 425 108 216 144 42 175 109																											
5.00 - 5.30 A 4.8 13 358 1687 416^ 162^ 511^ 292^ 354^ 282^ 47^ 126^ 882 515^ 604^ 531^ 196^ 278^ 117^ 73^ 177^ 131^																											
5.30 - 6.00 A 6.7 16 499 1505 437^ 215^ 515 267^ 354^ 274^ 21^ 113^ 623 277^ 393^ 301^ 166^ 230^ 152^ 50^ 215^ 136^																											
CHALLENGE SUPERFRIENDS 1 6 193 193 A 5.9 24 440 1759 182^ 41^ 205^ 84^ 140^ 107^ LT 37^ 181^ 86^ 144^ 104^ 21^ 21^ 325 154^ 1048 610																											
SAT. 9.30A 30 ABC CA 99 99 B 5.7 23 425 1681 210 58 240 96 144 126 12 47 176 77 134 94 17 30 275 110 990 564																											
CHALLENGE-SUPERFRIENDS 2 6 194 193 A 6.8 26 507 1895 242^ 89^ 265 121^ 205^ 190^ LT 30^ 187^ 104^ 172^ 160^ LT LT 293 137^ 1150 623																											
SAT. 10.00A 30 ABC CA 99 99 B 6.6 26 492 1724 235 72 273 131 186 157 21 49 190 117 160 114 10 19 243 109 1018 572																											
CHALLENGE-SUPERFRIENDS 3 6 194 193 A 7.8 29 581 2134 277 137^ 320 139^ 237 224 9^ 47^ 196^ 119^ 175^ 156^ 8^ 8^ 323 182^ 1295 548																											
SAT. 10.30A 30 ABC CA 99 99 B 7.3 28 544 1842 240 81 280 142 197 171 LT 50 204 134 173 123 LT 20 277 137 1081 563																											
CUE CLUB 11 52 53 A 2.3 12 171 1708 387^ 206^ 387^ 339^ 380^ 82^ LT LT 420^ 316^ 316^ 299^ LT LT 169^ LT 732 421^																											
SUN. 9.30A 30 CBS CA 49 49 B 2.1 12 156 1703 265 65 266 169 247 137 LT LT 298 214 252 143 LT LT 157 LT 982 567																											
COLLEGE FOOTBALL 1978 11 154 A 3.3 10 246 1411 443^ 211^ 499^ 255^ 365^ 297^ 48^ 88^ 647^ 285^ 488^ 570^ 24^ 77^ 265^ 57^ LT LT																											
1 SUN. 12.30P 30 ABC SA 93 B 3.1 11 231 1547 440 172 534 195 286 252 69 156 689 325 464 433 91 147 85 LT 239 153																											
DAFFY DUCK 6 196 175 A 6.6 23 492 1750 194^ 46^ 264 136^ 222^ 165^ 15^ 31^ 303 158^ 229^ 163^ 35^ 56^ 242^ 109^ 941 544																											
SAT. 10.30A 30 NBC CA 98 82 B 7.3 27 544 1719 276 99 354 227 283 198 22 41 215 121 164 118 17 31 272 133 878 527																											
DEAR ALEX & ANNIE -10.56AM 3 194 193 A 7.1 26 529 2040 282 161^ 343 149^ 245 227^ LT 65^ 196^ 108^ 169^ 148^ 11^ 11^ 339 194^ 1162 440																											
SAT. 10.56A 3 ABC CA 99 99 B 7.0 26 522 1873 311 144 365 157 247 219 LT 75 230 131 185 155 12 17 265 130 1013 410																											



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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																			
IN THE NEWS-11.33AM		SAT.	11.33A	3	CBS N	12	191 194	A	8.6 31	641	1551	280 138	353 194	295 218	19v 49v	196 103	144 90	19v 33v	215 76	787 393															
SAT.		11.33A	3	CBS N	99	99		B	8.8 34	656	1649	324 134	393 240	314 210	21 51	246 134	182 119	24 54	209 94	801 446															
IN THE NEWS-11.56AM		SAT.	11.56A	3	CBS N	12	191 194	A	8.5 30	633	1553	326 143	364 187	294 213	20v 55	236 125	179 106	25v 35v	217 64	736 403															
SAT.		11.56A	3	CBS N	99	99		B	8.2 32	611	1664	321 134	388 228	306 200	18 57	248 141	186 115	28 48	200 92	828 480															
IN THE NEWS-12.26PM		SAT.	12.26P	3	CBS N	12	182 183	A	7.9 27	589	1424	341 128	341 192	270 124	LT 71	300 129	178 121	47v 85	168 28	615 324															
SAT.		12.26P	3	CBS N	97	97		B	6.6 25	492	1518	315 121	375 215	270 164	24 82	229 115	151 116	30 56	233 95	681 434															
IN THE NEWS-12.56PM		SAT.	12.56P	3	CBS N	12	171 177	A	9.1 29	678	1671	377 99	396 144	262 186	55 110	318 124	256 219	30v 39v	211 74	746 372															
SAT.		12.56P	3	CBS N	97	95		B	7.2 26	536	1558	338 158	383 193	265 182	33 82	256 142	212 141	19 32	236 97	683 406															
IN THE NEWS- 1.26PM		SAT.	1.26P	3	CBS N	10	149 146	A	6.6 19	492	1537	402 105	431 112	219 183	57 156	348 118	219 183	69 84	154 87	604 325															
SAT.		1.26P	3	CBS N	87	83		B	5.1 17	380	1583	364 132	415 195	266 196	37 106	283 153	221 150	27 43	235 95	650 425															
IN THE NEWS- 9.26AM-SUN.		SUN.	9.26A	3	CBS N	11	67 68	A	2.5 15	186	1382	198 113	198 146	188 42	LT LT	210 102	129 97	LT LT	119 7	855 554															
SUN.		9.26A	3	CBS N	58	57		B	1.9 12	142	1669	246 LT	247 170	212 142	LT LT	240 127	175 127	LT LT	171 LT	1011 580															
IN THE NEWS- 9.56AM SUN.		SUN.	9.56A	3	CBS N	11	52 53	A	2.4 13	179	1816	424 235	424 380	424 95	LT LT	408 336	336 297	LT LT	185 7	799 470															
SUN.		9.56A	3	CBS N	49	49		B	2.3 13	171	1733	267 58	267 176	245 128	LT LT	276 200	240 128	LT LT	175 LT	1015 584															
ISSUES AND ANSWERS		SUN.	12.00N	30	ABC CC	10	166 165	A	3.1 12	231	1359	493 95	596 151	224 242	204 324	580 350	390 293	113 174	144 74	39v 27v															
SUN.		12.00N	30	ABC CC	98	97		B	2.7 11	201	1377	520 152	624 216	299 230	119 291	517 207	325 251	79 163	69 35	167 99															
KIDS ARE PEOPLE TOO II						12	131 130	A	3.9 17	291	1931	368 93	440 245	340 297	48 100	258 200	218 118	LT 40	229 64	1004 581															
SUN.		10.30A	30	ABC CL	81	81		B	3.4 16	253	1905	403 126	451 242	329 253	29 95	294 156	242 175	LT 35	197 75	963 560															
KIDS ARE PEOPLE TOO III		SUN.	11.00A	30	ABC CL	12	131 132	A	4.0 17	298	2013	354 64	411 280	312 270	30v 91v	284 151	244 171	LT 26	203 93	1115 714															
SUN.		11.00A	30	ABC CL	81	81		B	3.5 16	261	1996	460 143	499 316	380 276	25 89	347 184	297 201	LT 38	212 74	938 570															
MEET THE PRESS		SUN.	12.00N	30	NBC CC	10	141 137	A	3.1 14	231	1303	531 82	549 169	268 186	65 250	610 122	316 216	104 285	87v LT	57v 35v															
SUN.		12.00N	30	NBC CC	89	88		B	2.9 13	216	1307	454 96	519 111	176 144	83 311	588 195	315 255	107 245	93 28	107 65															
METRIC MARVELS 10:27AM		SAT.	10.27A	2	NBC IA	12	202 201	A	6.9 25	514	1757	223 78	256 123	183 141	12v 59v	280 144	199 149	42v 53v	201 78	1020 648															
SAT.		10.27A	2	NBC IA	99	99		B	6.3 25	469	1729	241 87	296 161	211 147	33 61	178 96	121 97	22 28	234 106	1021 657															
METRIC MARVELS-11:57AM		SAT.	11.57A	2	NBC IA	12	200 172	A	5.7 20	425	1513	166 LT	182 111	132 84	30v 42v	165 59	123 102	34v 34v	163 56	1003 582															
SAT.		11.57A	2	NBC IA	98	83		B	5.3 21	395	1621	234 46	305 178	225 159	31 57	177 93	132 99	18 23	269 130	870 520															
METRIC MARVELS-10:57AM		SAT.	10.57A	2	NBC IA	6	196 175	A	6.8 24	507	1696	186 45	261 144	217 145	21v 38v	291 152	220 149	31v 54v	218 101	926 520															
SAT.		10.57A	2	NBC IA	98	82		B	7.3 27	544	1675	283 102	369 243	288 194	26 46	221 129	172 115	15 27	263 126	822 484															
MIXED TEAM GOLF CHAMP-SAT(S)		1 SAT.	4.00P	60	CBS SE	146		A	2.7 8	201	1269	383 174	538 125	259 285	93 253	563 75	280 319	150 244	108 89	60v LT															
4.00 - 4.30								A	2.9 8	216	1236	379 213	546 130	342 361	50 185	593 LT	306 352	149 241	97v 97v	LT LT															
4.30 - 5.00								A	2.5 7	186	1269	382 124	500 113	151 178	140 322	521 161	247 274	151 247	124 80	124v LT															
MIXED TEAM GOLF CHAMP-SUN(S)		1 SUN.	4.07P	116	CBS SE	168		A	3.4 7	253	1336	386 LT	390 106	154 123	43 212	730 177	292 321	139 300	176 95	40v 40v															
4.00 - 4.30								A	3.2 7	238	1168	383 LT	383 152	190 106	LT 193	701 252	399 319	89 227	84v 20v	LT LT															
4.30 - 5.00								A	2.4 5	179	1302	547 LT	547 173	195 139	LT 347	621 174	347 368	63 174	134 62	LT LT															
5.00 - 5.30								A	3.7 7	276	1351	351 LT	351 61	112 108	99 215	750 153	247 310	196 341	206 102	44v 44v															
5.30 - 6.00								A	4.1 8	305	1377	295 LT	295 72	134 122	37 125	793 157	238 307	164 375	214 138	75v 75v															
NCAA FOOTBALL PRE GAME		1 SAT.	12.30P	17	ABC SC	10	221	A	7.8 27	581	1246	296 26	296 24	111 200	17v 96v	698 283	400 337	167 253	91v 91v	161 109															
SAT.		12.30P	17	ABC SC	99			B	6.8 26	507	1513	341 113	362 117	203 198	38 112	755 300	460 404	116 234	174 73	222 151															



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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+										
WEEKEND DAYTIME CONT'D																																					
NCAA FOOTBALL GAME												11	221	A	12.5	39	931	1351	305	103^	305	65^	181^	195^	34^	104^	834	287	433	412	196^	326	76^	13^	136^	121^	
1 SAT. 12.47P 185 ABC SE												99	B	11.1	38	827	1467	327	109	354	105	193	179	58	134	868	302	485	468	169	304	112	28	133	99		
1.00 - 1.30												A	10.6	34	790	1397	283^	66^	283^	66^	169^	189^	34^	94^	851	312	443	402	190^	326	89^	42^	174^	132^			
1.30 - 2.00												A	11.4	37	849	1375	311	91^	311	71^	170^	186^	41^	125^	840	308	438	402	178^	330	92^	22^	132^	110^			
2.00 - 2.30												A	12.2	38	909	1361	292	108^	292	66^	190^	206^	30^	86^	842	297	452	431	179^	317	72^	17	155^	155^			
2.30 - 3.00												A	13.2	40	983	1300	255	114^	255	24^	154^	168^	38^	87^	849	269	444	433	194^	323	68^	17	128^	128^			
3.00 - 3.30												A	14.7	44	1095	1327	328	132^	328	67^	190^	194^	35^	120^	840	269	420	403	216^	348	71^	17	88^	88^			
3.30 - 4.00												A	15.2	44	1132	1366	367	126^	367	107^	230	230	28^	112^	776	267	405	409	191^	294	71^	17	152^	135^			
NCAA FOOTBALL POST GAME												10	216	A	14.0	40	1043	1349	364	135^	364	119^	227^	239	41^	103^	786	295	427	392	179^	296	67^	17	132^	110^	
1 SAT. 3.52P 11 ABC SC												96	B	10.8	33	805	1386	344	102	375	108	198	196	71	145	817	273	452	442	161	292	97	27	97	81		
NCAA FOOTBALL GAME-2												7	218	A	14.6	35	1088	1472	421	133^	424	118^	209^	224^	56^	169^	785	261	398	376	147^	306	109^	24^	154^	128^	
1 SAT. 4.03P 89 ABC SE												99	B	13.8	35	1028	1548	401	136	441	138	235	228	77	164	896	309	506	479	165	303	100	27	111	83		
& 5.38P 90												A	14.3	41	1065	1377	365	111^	365	90^	174^	200^	56^	147^	853	336	508	435	158^	295	73^	10^	86^	74^			
4.00 - 4.30												A	14.5	40	1080	1393	398	144^	398	106^	194^	226^	58^	154^	817	312	450	389	139^	290	91^	13^	87^	87^			
5.00 - 5.30												A	15.3	40	1140	1435	472	172^	472	160^	262	249	43^	169^	745	207^	343	346	142^	307	78^	18^	140^	100^			
5.30 - 6.00												A	14.9	36	1110	1424	431	152^	443	141^	218^	218^	44^	177^	732	211^	332	310	156^	326	91^	15^	158^	111^			
6.00 - 6.30												A	14.5	32	1080	1498	388	106^	388	88^	165^	197^	51^	172^	787	238	370	370	152^	325	147^	32^	176^	176^			
6.30 - 7.00												A	14.2	29	1058	1557	416	120^	416	119^	201^	224^	75^	164^	754	240	361	367	136^	298	145^	33^	242	188^			
NFL '78-NBC-SAT(S)												199	A	6.6	22	492	1506	328^	163^	354^	162^	254^	220^	31^	77^	559	140^	285^	313^	136^	223^	190^	67^	403^	222^		
2 SAT. 12.30P 30 NBC SC												96	NFL FOOTBALL GAME-NBC-SAT(S)	217	A	13.8	41	1028	1525	361	143^	390	137^	245	209^	57^	139^	720	198^	387	402	136^	263	216^	42^	199^	111^
2 SAT. 1.00P 171 NBC SE												99	A	11.5	34	857	1646	379	207^	389	173^	274^	210^	51^	115^	815	221^	464	461	148^	298	199^	71^	243^	146^		
1.00 - 1.30												A	12.9	40	961	1632	382	165^	418	153^	263	221^	55^	155^	790	196^	465	455	149^	271	217^	69^	207^	109^			
1.30 - 2.00												A	13.0	40	969	1536	356	138^	375	106^	217^	199^	59^	151^	721	201^	363	410	139^	272	229^	22^	211^	92^			
2.00 - 2.30												A	14.5	43	1080	1569	352	137^	388	121^	234	199^	58^	146^	698	204^	370	390	132^	243	265	41^	218^	125^			
2.30 - 3.00												A	16.1	45	1199	1426	355	126^	392	136^	251	213	58^	132^	692	226	368	350	125^	249	187^	23^	155^	92^			
3.00 - 3.30												A	15.4	43	1147	1329	360	95^	392	145^	245	215	57^	137^	599	127^	291	349	124^	250	175^	27^	163^	97^			
3.30 - 4.00												NFL FOOTBALL POST-NBC-SAT(S)	212	A	11.8	32	879	1528	466	89^	496	175^	296	271^	73^	172^	610	90^	278	358	137^	252^	247^	65^	175^	94^	
2 SAT. 3.51P 15 NBC SC												99	A	3.8	14	283	1392	436^	113^	443	149^	220^	194^	39^	167^	680	310^	448	375^	124^	211^	162^	45^	107^	84^		
NFL '78-NBC SUN. 12.30P 30 NBC SC												91	B	3.7	14	276	1406	399	144	434	131	232	225	61	170	643	278	415	357	99	185	195	54	134	91		
NFL FOOTBALL GAME 1-NBC												12	202	A	10.2	25	760	1529	334	110^	359	128^	215	200	51^	115^	914	336	586	473	159^	258	137^	16^	119^	100^	
1 SUN. 1.00P 180 NBC SE												82	B	10.5	29	782	1552	368	148	401	131	221	206	68	143	891	330	548	478	153	270	129	28	131	99		
2 SUN. 1.00P 197												A	8.6	27	641	1752	383	159^	427	150^	259	274	49^	117^	1017	442	699	574	123^	211	125^	29^	183^	143^			
1.00 - 1.30												A	10.2	28	760	1663	367	130^	397	146^	256	241	53^	111^	1006	414	674	542	156^	236	124^	24^	136^	118^			
1.30 - 2.00												A	9.7	24	723	1492	327	102^	345	130^	216	181	46^	112^	918	340	597	487	157^	247	124^	8^	105^	93^			
2.00 - 2.30												A	9.7	24	723	1481	331	100^	352	130^	222	200	49^	103^	877	320	574	451	154^	249	159^	8^	93^	81^			
2.30 - 3.00												A	10.5	24	782	1467	315	111^	349	129^	212	184	53^	109^	854	279	521	419	179	285	150^	11^	114^	105^			
3.00 - 3.30												A	11.6	26	864	1424	325	91^	347	122^	195	180	53^	122^	845	272	504	405	169	289	146	22^	86^	68^			
3.30 - 4.00												NFL FOOTBALL GAME 2-NBC	6	216	A	23.5	46	1751	1550	366	136	402	129	239	226	57^	129	888	350	565	482	166	275	143	25^	117	85
1 SUN. 4.00P 174 NBC SE												98	B	20.1	42	1497	1619	407	163	445	146	267	264	67	136	896	342	570	497	149	259	138	36	140	98		
& 6.59P 6												A	19.9	42	1483	1496	356	109^	390	144^	238	199	64^	128^	879	374	594	478	176	262	118^	5^	109^	59^			
2 SUN. 4.17P 166												92	CONT D																								
4.00 - 4.30																																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL	FEM	TOTAL	6-11
WEEKEND DAYTIME CONT'D																														
NFL FOOTBALL GAME CONT'D																														
4.30 - 5.00																														
5.00 - 5.30																														
5.30 - 6.00																														
6.00 - 6.30																														
6.30 - 7.00																														
NFL FOOTBALL POST 2-NBC 2 174																														
1 SUN. 6.54P 5 NBC SC 83																														
1978 COLLEGE FOOTBALL(S) 134																														
2 SUN. 12.30P 30 ABC SC 85																														
SCHOOLHOUSE ROCK-8.26AM 6 185 192																														
SAT. 8.26A 4 ABC CA 97 98																														
SCHOOLHOUSE ROCK-9.26AM 6 185 189																														
SAT. 9.26A 4 ABC CA 97 98																														
SCHOOLHOUSE ROCK-11.26AM 6 185 185																														
SAT. 11.26A 3 ABC CA 96 97																														
SCHOOLHOUSE ROCK-11.55AM 12 137 135																														
SUN. 11.55A 4 ABC CA 82 79																														
SCOOPY'S ALL STARS I 6 185 192																														
SAT. 8.00A 30 ABC CA 97 98																														
SCOOPY'S ALL STARS II 6 185 190																														
SAT. 8.30A 30 ABC CA 97 98																														
SCOOPY'S ALL STARS III 6 185 189																														
SAT. 9.00A 30 ABC CA 97 98																														
SPACE ACADEMY 12 182 183																														
SAT. 12.00N 30 CBS CL 98 98																														
SPORTSWORLD BOXING SPEC.(S) 144																														
1 SAT. 4.00P 90 NBC SE 85																														
4.00 - 4.30																														
4.30 - 5.00																														
5.00 - 5.30																														
TARZAN AND SUPER SEVEN 1 12 192 193																														
SAT. 10.30A 30 CBS CA 99 99																														
TARZAN AND SUPER SEVEN 2 12 192 193																														
SAT. 11.00A 30 CBS CA 99 99																														
TARZAN AND SUPER SEVEN 3 12 191 194																														
SAT. 11.30A 30 CBS CA 99 99																														
30 MINUTES 9 164 154																														
SAT. 1.30P 30 CBS DN 94 89																														
WHAT'S NEW, MISTER MAGOO 11 67 68																														
SUN. 9.00A 30 CBS CA 58 57																														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
															TOTAL	18-34	WOMEN								TOTAL	18-34	MEN				TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																							
YOGI'S SPACE RACE I															A	5.4	19	402	1562	157^	18v	194^	117^	151^	114^	15v	33v	266^	114^	183^	162^	39v	60v	214^	60v	888	510		
SAT. 11.00A 30 NBC CA															B	5.9	22	440	1572	239	80	313	223	261	182	22	32	207	110	165	117	11	22	233	98	819	498		
YOGI'S SPACE RACE II															A	5.5	19	410	1612	171^	17	195^	114^	146^	98^	22v	39v	182^	53v	114^	97^	46v	56v	244^	117^	991	556		
SAT. 11.30A 30 NBC CA															B	6.1	23	454	1614	207	52	289	213	239	176	18	26	187	106	153	97	16	24	230	107	908	543		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 27, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,740 17.1				23,100 31.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,690 13.0	12.7*		13.3*	12,520 16.8	16.3*		18.7*		19.5*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.8	19 *	13.0	19 *	26 15.9	23 *	18.5	26 *	18.8	28 *	19.0	18.4	26
E K 2	TOTAL AUDIENCE (Households (000) & %)					17,210 23.1				22,800 30.6		20,410 27.4		18,430 24.8				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,300 19.2	18.2*		20.2*	20,560 27.6	18,630 25.0			15,270 20.5	21.1*		23.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17.5	18.9	19.9	20.5	27.2	28.1	25.1	25.0	31 21.1	31 *	20.3	31 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					24,510 32.9				25,480 34.2								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					20,560 27.6	26.8*		28.5*	19,070 25.6	23.6*		25.6*		26.4*		26.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 26.2	39 *	28.5	40 *	37 23.3	33 *	25.5	35 *	25.7	38 *	26.5	42 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					10,130 13.6				25,110 33.7								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,200 11.0	10.5*		11.5*	12,890 17.3	17.5*		20.2*		19.6*		16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.0	16 *	11.1	17 *	27 16.7	25 *	20.3	29 *	20.1	29 *	18.9	17.5	
E K 2	TOTAL AUDIENCE (Households (000) & %)					18,480 24.8				22,280 29.9		20,340 27.3		19,440 26.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,830 19.9	19.0*		20.8*	20,410 27.4	19,150 25.7			16,390 22.0	22.1*		22.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.6	29 *	20.3	31 *	39 26.9	37	25.2	26.2	35 22.2	34 *	22.0	36 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					23,390 31.4				22,420 30.1								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					20,260 27.2	26.5*		27.9*	16,840 22.6	21.9*		23.0*		23.1*		22.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 25.9	41 *	27.8	41 *	34 21.6	31 *	22.2	33 *	33.0	35 *	22.9	37 *	
TV HOUSEHOLDS USING TV		WK 1	63.0	64.1	64.1	66.0	68.2	69.5	70.7	72.3	72.1	72.4	72.4	72.0	69.9	68.2	65.7	63.2
(See Def. 1)		WK 2	60.9	63.1	63.0	63.8	64.5	65.9	67.3	68.6	69.4	70.8	69.9	69.4	66.6	64.4	62.2	59.5

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 28, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W E K 1	TOTAL AUDIENCE (Households (000) & %)					24,290 32.6	23,540 31.6		23,240 31.2		18,850 25.3		17,510 23.5								
	ABC TV					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP)	Starsky & Hutch						
	AVERAGE AUDIENCE (Households (000) & %)					21,750 29.2	22,350 30.0		21,680 29.1		17,580 23.6		14,160 19.0					19.3*	18.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 27.8	30.7	44 29.7	30.2	43 28.8	29.4	36 24.0	23.1	31 19.1	31 19.6	31 19.2	31 18.2				
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,670 17.0			16,390 22.0												
	CBS TV					Paper Chase		(OP)	CBS Tuesday Night Movies "HIGH-BALIN" (9:00-11:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8	12.5*	11,920 16.0		14.2*	16.5*		17.0*		16.5*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.7	19*	19*	25 14.2	21*	25*	25*	27*	27*	28*	28*	28*				
W E K 1	TOTAL AUDIENCE (Households (000) & %)					23,470 31.5															
	NBC TV					(OP) Big Event "PATTON" (8:00-11:00PM)(R)															
	AVERAGE AUDIENCE (Households (000) & %)					14,600 19.6	18.0*	20.1*		19.4*	19.9*	20.2*		19.8*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.5	28*	30*	30*	29*	30*	30.3	20.1	20.0	19.7	19.7	19.7				
W E K 2	TOTAL AUDIENCE (Households (000) & %)					25,180 33.8	26,150 35.1		27,270 36.6		23,020 30.9		18,920 25.4								
	ABC TV					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP)	ABC News Closeup "WORLD OF SUPERNATURAL" (10:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					22,720 30.5	24,660 33.1		25,030 33.6		21,460 28.8		15,200 20.4					21.8*	19.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					49 29.2	31.8	51 32.8	33.4	51 33.2	34.0	44 29.2	28.5	34 21.9	35*	35*	33*	33*	18.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,620 15.6			13,260 17.8												
	CBS TV					Paper Chase		(OP)	Kennedy Center Honors: A Celebration of the Performing Arts (9:00-11:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)					8,940 12.0	12.1*	6,930 9.3		8.9*	8.5*		9.6*		10.3*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.3	19*	18*	15 9.3	14*	14.5	13*	13*	16*	16*	18*	18*	10.6			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,250 15.1			22,420 30.1												
	NBC TV					(OP) Grandpa Goes to Washington													Big Event "MY HUSBAND IS MISSING" (9:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)					8,720 11.7	11.6*	15,270 20.5		16.1*	19.9*		22.9*		23.0*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 11.9	18*	18*	33 15.4	25*	31*	31*	37*	37*	40*	40*	40*	22.4			
TV HOUSEHOLDS USING TV		WK 1	54.2	60.5	60.8	62.4	64.3	66.6	67.2	68.0	67.2	67.4	66.0	66.4	63.6	62.4	61.1	58.3			
(See Def. 1)		WK 2	57.9	59.7	60.0	60.9	62.0	63.7	63.9	65.1	65.5	65.8	65.1	65.1	62.4	61.4	59.4	56.2			

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. NOV. 29, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00						
W E K 1	TOTAL AUDIENCE (Households (000) & %)		29,130 39.1																	20,560 27.6					
	ABC TV		Eight Is Enough																			Barbara Walters' Special (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		20,120 27.0																	16,460 22.1		21.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		40 22.5																	34 23.6		33*			
W E K 2	TOTAL AUDIENCE (Households (000) & %)		13,260 17.8																	12,740 17.1		23,170 31.1			
	CBS TV		Fat Albert Christmas Special (8:00-9:30PM)																			The Jeffersons		CBS Wednesday Night Movie "BILLY JACK" (9:00-11:00PM)(R)	
	AVERAGE AUDIENCE (Households (000) & %)		11,620 15.6																	11,700 15.7		15,720 21.1		23.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 15.5																	23 15.1		32 18.2		37*	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		17,880 24.0																	16,460 22.1					
	NBC TV		Dick Clark's Live Wednesday																			Wednesday Movie of the Week "SOMEONE IS WATCHING ME" (9:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		14,230 19.1																	10,730 14.4		15.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 18.0																	22 13.7		24*			
W E K 4	TOTAL AUDIENCE (Households (000) & %)		17,880 24.0																	19,370 26.0		15,570 20.9			
	ABC TV		Eight Is Enough																			Charlie's Angels		Vegas	
	AVERAGE AUDIENCE (Households (000) & %)		14,160 19.0																	15,720 21.1		12,670 17.0		16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 17.1																	30 20.1		32 17.3		29*	
W E K 5	TOTAL AUDIENCE (Households (000) & %)		22,720 30.5																	20,120 27.0		19,370 26.0			
	CBS TV		Rudolph the Red Nosed Reindeer (8:00-9:00PM)(R)																			Bing Crosby - The Christmas Years (9:00-10:00PM)		Johnny Cash Christmas Special (10:00-11:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)		18,480 24.8																	15,050 20.2		15,650 21.0		20.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		37 23.5																	38 25.5		35 21.2		35*	
W E K 6	TOTAL AUDIENCE (Households (000) & %)		12,960 17.4																	19,150 25.7					
	NBC TV		Dick Clark's Live Wednesday																			Wednesday Movie of the Week "THE STEEL COWBOY" (9:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		10,060 13.5																	12,960 17.4		17.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		20 13.2																	27 17.1		28*			
TV HOUSEHOLDS USING TV		WK 1	60.8	61.7	62.6	63.3	64.6	66.0	67.3	68.5	67.0	67.2	67.6	68.3	66.2	65.1	64.5	61.8							
(See Def. 1)		WK 2	57.8	59.2	59.4	61.1	64.1	66.1	67.6	67.8	66.5	67.2	67.2	66.6	63.1	61.5	59.5	57.4							

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36



A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 30, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						20,260 27.2	16,610 22.3		18,030 24.2		16,760 22.5		15,790 21.2					
	ABC TV						Mork & Mindy		What's Happening		Barney Miller		Soap		(OP) → 20/20 (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						18,480 24.8	15,350 20.6		16,840 22.6		15,720 21.1		12,070 16.2		17.9*	14.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 24.5	25.1	32 20.7	20.6	35 22.4	22.9	33 21.2	21.0	28 18.4	30* 17.5	14.8	26* 14.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,990 22.8	19,520 26.2		15,790 21.2				17,950 24.1					
	CBS TV						Frosty the Snowman (8:00-8:30PM)(R)		Raggedy Ann and Andy (8:30-9:00PM)		(OP) → Hawaii Five-0				Barnaby Jones				
	AVERAGE AUDIENCE (Households (000) & %)						15,420 20.7	17,950 24.1		12,890 17.3		16.9* 26*		15,200 20.4		19.4*	21.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 20.5	20.9	38 23.9	24.3	27 17.1	26* 16.8	27* 17.5	27* 17.7	35 18.7	33* 20.2	21.8	38* 20.9	
W E K 3	TOTAL AUDIENCE (Households (000) & %)						9,830 13.2			17,280 23.2				14,380 19.3					
	NBC TV						Project U.F.O.		(OP) → Quincy, M.E.				Hallmark Hall of Fame "FAME" (10:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						7,380 9.9	9.2*		14,450 19.4		18.7* 29*		10,730 14.4		15.0*	13.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 9.0	14* 9.3	10.4	17* 10.8	30 18.4	19.0 19.0	20.5	20.1* 31*	25 15.8	25* 14.2	13.6	25* 13.8	
W E K 4	TOTAL AUDIENCE (Households (000) & %)						19,970 26.8	20,120 27.0		16,390 22.0		15,270 20.5		14,230 19.1					
	ABC TV						Benji's Very Own Christmas Story (8:00-8:30PM)		Pink Panther's Christmas (8:30-9:00PM)		Barney Miller		Soap		(OP) → Family				
	AVERAGE AUDIENCE (Households (000) & %)						17,950 24.1	18,850 25.3		14,450 19.4		13,480 18.1		11,620 15.6		15.7*	15.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 24.0	24.2	37 24.4	26.1	29 19.9	27 18.9	27 17.8	25 18.4	25 15.7	25* 15.6	15.7	25* 15.3	
W E K 5	TOTAL AUDIENCE (Households (000) & %)						21,310 28.6			22,130 29.7				24,060 32.3					
	CBS TV						The Waltons		(OP) → Country Christmas (9:00-10:00PM)				All Star Tribute to Jimmy Stewart (10:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						17,660 23.7	22.8*	24.7*		17,210 23.1		22.6* 35		20,790 27.9		27.8*	28.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 21.5	35* 24.1	25.3	37* 24.1	35 22.5	34* 22.8	23.4	35* 23.9	45 27.4	44* 28.2	28.7	46* 27.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)						10,730 14.4			17,660 23.7				12,960 17.4					
	NBC TV						Project U.F.O.		(OP) → Quincy, M.E.				David Cassidy - Man Undercover						
	AVERAGE AUDIENCE (Households (000) & %)						8,120 10.9	10.8*		14,680 19.7		19.0* 30		10,650 14.3		14.6*	14.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 10.6	17* 11.0	10.8	16* 11.1	30 18.4	29* 19.5	20.7	31* 20.1	23 14.7	23* 14.4	14.2	23* 13.8	
TV HOUSEHOLDS USING TV		WK 1	57.5	58.1	59.4	62.0	63.5	64.5	63.7	64.4	64.6	65.0	65.0	63.9	60.3	58.6	56.4	54.8	
(See Def. 1)		WK 2	57.6	59.0	60.1	62.5	64.1	65.9	67.2	67.9	66.3	66.3	66.7	66.9	63.4	63.0	62.1	59.8	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-9

EVE. THU. DEC. 7, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>13,780 18.5</div><div>19,970 26.3</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>10,060</div><div>8,870</div></div>																
	SHARE OF AUDIENCE %	<div><div>13.5</div><div>13.1*</div><div>14.0*</div><div>11.9</div><div>11.2*</div><div>11.4*</div><div>13.3*</div><div>11.9*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>23</div><div>22 *</div><div>23 *</div><div>22</div><div>19 *</div><div>19 *</div><div>23 *</div><div>21 *</div></div>																
W E E K 2	<b>CBS TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>16,990 22.8</div><div>19,740 26.5</div><div>18,400 24.7</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>12,740</div><div>16,910</div><div>14,970</div></div>																
	SHARE OF AUDIENCE %	<div><div>17.1</div><div>16.0*</div><div>18.3*</div><div>22.7</div><div>22.3*</div><div>23.2*</div><div>20.1</div><div>19.7*</div><div>20.4*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>28</div><div>27 *</div><div>30 *</div><div>37</div><div>36 *</div><div>38 *</div><div>35</div><div>34 *</div><div>36 *</div></div>																
W E E K 1	<b>NBC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>15,720 21.1</div><div>13,340 17.9</div><div>17,280 23.2</div><div>16,090 21.6</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>13,860</div><div>11,920</div><div>14,450</div><div>13,410</div></div>																
	SHARE OF AUDIENCE %	<div><div>18.6</div><div>16.0</div><div>19.4</div><div>19.2*</div><div>19.6*</div><div>18.0</div><div>17.7*</div><div>18.4*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>31</div><div>26</div><div>31</div><div>31 *</div><div>32 *</div><div>31</div><div>30 *</div><div>33 *</div></div>																
W E E K 2	<b>ABC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>18,630 25.0</div><div>19,300 25.9</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>13,710</div><div>13,860</div></div>																
	SHARE OF AUDIENCE %	<div><div>18.4</div><div>16.8*</div><div>20.0*</div><div>18.6</div><div>17.3*</div><div>18.1*</div><div>19.5*</div><div>19.5*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>31</div><div>28 *</div><div>33 *</div><div>31</div><div>29 *</div><div>30 *</div><div>33 *</div><div>33 *</div></div>																
W E E K 1	<b>CBS TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>15,570 20.9</div><div>17,430 23.4</div><div>13,040 17.5</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>11,100</div><div>13,260</div><div>10,500</div></div>																
	SHARE OF AUDIENCE %	<div><div>14.9</div><div>14.5*</div><div>15.2*</div><div>17.8</div><div>18.4*</div><div>17.3*</div><div>14.1</div><div>13.5*</div><div>14.8*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>25</div><div>24 *</div><div>25 *</div><div>29</div><div>30 *</div><div>29 *</div><div>24</div><div>23 *</div><div>25 *</div></div>																
W E E K 2	<b>NBC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>14,450 19.4</div><div>11,400 15.3</div><div>17,360 23.3</div><div>15,720 21.1</div></div>																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>12,670</div><div>9,980</div><div>13,780</div><div>13,110</div></div>																
	SHARE OF AUDIENCE %	<div><div>17.0</div><div>13.4</div><div>18.5</div><div>17.6</div><div>18.2*</div><div>18.9*</div><div>17.7*</div><div>17.4*</div></div>																
	AVG. AUD. BY 1/4 HR. %	<div><div>29</div><div>22</div><div>31</div><div>30 *</div><div>30 *</div><div>31 *</div><div>30 *</div><div>30 *</div></div>																
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		54.2	56.4	55.9	57.9	59.3	60.5	61.1	61.7	61.1	61.9	61.8	61.4	58.8	58.4	57.2	56.0	
WK 2		53.8	54.8	55.6	56.5	58.6	60.2	59.9	61.1	60.8	60.6	60.7	60.5	60.0	59.4	59.2	58.3	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-11 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. FRI. DEC. 8, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 2, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		11,320 15.2																	11,850 15.9		22,280 29.9		21,080 28.3													
	ABC TV		Welcome Back, Kötter																	Carter Country		Love Boat		(OP)		Fantasy Island											
	AVERAGE AUDIENCE (Households (000) & %)		9,760 13.1																	11,030 14.8		18,630 25.0		24.0*		26.0*		17,730 23.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 13.0																	25 14.2		42 15.4		41* 22.7		43* 25.9		42* 26.2		24.3* 24.4		23.3* 23.6		42* 23.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,570 11.5																	8,420 11.3		17,810 23.9															
	CBS TV		Rhoda																	Good Times		(OP)		CBS Saturday Night Movie				(2)									
	AVERAGE AUDIENCE (Households (000) & %)		7,300 9.8																	7,670 10.3		12,220 16.4		15.3*		15.7*		17.1*		17.5*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 10.0																	18 9.7		28 15.2		26* 15.4		26* 15.5		30* 17.1		31* 17.2		17.9					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		19,670 26.4																			10,880 14.6				8,120 10.9											
	NBC TV		Chips																	(OP)		Story of Christmas		(9:00-10:00PM)		Weekend											
	AVERAGE AUDIENCE (Households (000) & %)		16,540 22.2																	21.2*		7,970 10.7		11.3*		10.0*		6,030 8.1		7.9*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		39 20.0																	38* 22.4		40* 23.7		18 22.8		17* 10.4		14 10.0		14* 10.1		8.2* 8.5		14* 7.9		7.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		17,660 23.7																			20,790 27.9				19,520 26.2											
	ABC TV		Rudolph's Shiny New Year																	(8:00-9:00PM)(R)		Love Boat		(OP)		Fantasy Island											
	AVERAGE AUDIENCE (Households (000) & %)		14,160 19.0																	18.4*		17,140 23.0		22.3*		23.6*		16,910 22.7		23.0*		22.4*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		31 18.7																	30* 18.2		32* 15.5		38 21.8		37* 23.8		40 23.4		40* 22.8		41* 23.1		22.1			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		11,030 14.8																	9,980 13.4		18,180 24.4															
	CBS TV		Rhoda																	Good Times		(OP)		CBS Saturday Night Movie													
	AVERAGE AUDIENCE (Households (000) & %)		9,310 12.5																	9,010 12.1		12,590 16.9		15.6*		16.2*		17.5*		18.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21 12.3																	20 11.9		29 15.5		26* 15.7		27* 16.2		30* 17.2		33* 17.8		18.4					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		19,590 26.3																			14,600 19.6				10,500 14.1											
	NBC TV		Chips																	(OP)		Dean Martin's Christmas in California		(9:00-10:00PM)		Weekend											
	AVERAGE AUDIENCE (Households (000) & %)		16,090 21.6																	20.6*		10,880 14.6		15.0*		14.2*		7,230 9.7		10.2*		9.2*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 19.9																	34* 21.3		24 22.6		25* 22.4		24* 14.4		17 14.0		18* 10.8		17* 9.6		9.3			
TV HOUSEHOLDS USING TV WK 1																				52.1	53.1	53.9	55.5	55.6	56.8	57.9	59.1	59.0	59.4	59.8	60.0	58.1	56.9	56.0	55.1		
(See Def. 1) WK 2																				56.6	58.2	57.5	59.1	60.2	60.6	61.1	61.3	60.9	60.4	60.7	59.7	58.0	57.1	55.2	54.6		

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NCAA FOOTBALL GAME-2", ABC, (4:03-5:32PM)(5:38-7:08PM).

(2) PROMO FILL, CBS, (10:56-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. DEC. 3, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00															
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	13,110 17.6				18,920 25.4				25,400 34.1																							
		<b>ABC TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	9,460				16,020				14,530																							
		<b>SHARE OF AUDIENCE %</b>	12.7		12.1*		13.2*		21.5		20.8*		22.2*		19.5		19.1*		20.2*		20.5*		18.8*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	20		19*		20*		31		30*		31*		28*		28*		29*		31*		29*											
			11.5		12.7		12.6		13.9		20.4		22.3		22.1		18.4		19.7		19.8		20.6		21.2		19.9		18.2		19.3			
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	25,110 33.7				20,040 26.9		20,040 26.9		21,160 28.4		19,440 26.1																					
		<b>CBS TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	20,560		26.3*		28.8*		18,100 24.3		18,850 25.3		16,910 22.7		22.8*		22.7*		21.9		21.4*		22.4*											
		<b>SHARE OF AUDIENCE %</b>	27.6		42		40*		43*		35		33		33*		33*		35		33*		36*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	24.6		28.0		29.2		28.4		23.5		25.1		24.8		25.7		22.6		23.0		22.6		22.9		21.0		21.9		22.8		22.1	
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	17,660 23.7				20,340 27.3		24,730 33.2																									
		<b>NBC TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	14,450		18.6*		20.1*		15,870 21.3		20.7*		21.9*		24.3*		22.9*		22.3*		21.2*		21.2*											
		<b>SHARE OF AUDIENCE %</b>	19.4		28*		30*		30		30*		31*		34		33*		35*		35*		35*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	18.0		19.0		20.2		20.0		20.7		21.8		22.0		24.7		24.0		23.4		22.7		21.9		21.8		20.5					
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	15,720 21.1				18,630 25.0		19,970 26.8																									
		<b>ABC TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	11,770		14.9*		16.8*		14,750 19.8		19.1*		20.4*		18.2		17.8*		17.7*		18.5*		19.1*											
		<b>SHARE OF AUDIENCE %</b>	15.8		24		23*		26*		29		30*		27		26*		25*		28*		31*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	14.4		15.4		16.1		17.5		18.9		19.4		20.2		20.5		18.1		17.5		17.5		17.8		18.2		18.8		19.2		18.9	
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	26,670 35.8				19,970 26.8		19,520 26.2		29,730 39.9																							
		<b>CBS TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	21,830		27.6*		31.0*		18,030 24.2		17,880 24.0		20,860 28.0		25.0*		27.0*		31.0*		28.9*													
		<b>SHARE OF AUDIENCE %</b>	29.3		45		43*		47*		37		35		42		36*		39*		46*		46*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	25.7		29.5		31.1		30.9		23.7		24.7		23.3		24.7		24.9		25.2		26.1		27.9		30.9		31.0		29.4		28.4	
		<b>TOTAL AUDIENCE</b> (Households (000) & %)	16,170 21.7				22,050 29.6		13,190 17.7																									
		<b>NBC TV</b>																																
		<b>AVERAGE AUDIENCE</b> (Households (000) & %)	10,280		14.1*		13.1*		13,860 18.6		16.1*		17.8*		20.2*		20.2*		9,760		12.8*													
		<b>SHARE OF AUDIENCE %</b>	13.8		21		22*		20*		27		24*		26*		29*		29*		21		21*											
		<b>AVG. AUD. BY 1/4 HR. %</b>	15.1		13.4		12.9		13.2		16.1		16.2		17.7		18.0		20.0		20.4		20.8		19.6		13.7		13.1		12.9		12.7	
		<b>TV HOUSEHOLDS USING TV</b>	WK 1		WK 2		WK 1		WK 2		WK 1		WK 2		WK 1		WK 2		WK 1		WK 2		WK 1		WK 2		WK 1		WK 2		WK 1		WK 2	
			64.6		66.1		66.3		67.4		68.4		70.0		71.5		72.1		69.4		69.9		69.7		68.7		65.4		63.7		62.4		60.3	
			62.8		64.2		64.7		66.7		65.6		66.6		68.0		69.4		69.1		69.3		69.4		69.5		67.8		66.1		63.7		60.7	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-15

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "NFL FOOTBALL GAME 2-NBC", NBC, (4:00-7:20PM), FOR REMAINING RATINGS, SEE OP PAGES ~.

(2) "GOOD MORNING AMERICA FILL", ABC, (10:54-11:00PM)(SUS.).

(3) "NFL FOOTBALL GAME 2-NBC", NBC, (4:17-7:03PM), FOR REMAINING RATINGS, SEE OP PAGES ~.

(4) FOR REMAINING RATINGS, SEE OP PAGES ~.

EVE. SUN. DEC. 10, 1978



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45			
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,870 5.2																				
		AVERAGE AUDIENCE (Households (000) & %)	3,580 4.8																				
		SHARE OF AUDIENCE %	17																				
		AVG. AUD. BY ¼ HR. %	19.7	19.8	17.9	5.2	4.7																
K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,200 11.0																8,050 10.8				
		AVERAGE AUDIENCE (Households (000) & %)	7,970 10.7																5,740 7.7				
		SHARE OF AUDIENCE %	21																8.7*				
		AVG. AUD. BY ¼ HR. %	10.7																26 *				
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6																				
		AVERAGE AUDIENCE (Households (000) & %)	2,610 3.5																				
		SHARE OF AUDIENCE %	16																				
		AVG. AUD. BY ¼ HR. %	3.8	3.8	3.5	3.5	3.7	11.1	9.9	9.3	8.0	6.7	5.8	3.9	3.2	2.6							
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,400 5.9																				
		AVERAGE AUDIENCE (Households (000) & %)	4,250 5.7																				
		SHARE OF AUDIENCE %	12																				
		AVG. AUD. BY ¼ HR. %	5.7																				
K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,570 11.5																8,340 11.2				
		AVERAGE AUDIENCE (Households (000) & %)	8,050 10.8																5,510 7.4				
		SHARE OF AUDIENCE %	22																9.4*				
		AVG. AUD. BY ¼ HR. %	10.8																28 *				
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,430 4.6																				
		AVERAGE AUDIENCE (Households (000) & %)	1,490 2.0																				
		SHARE OF AUDIENCE %	13.8																				
		AVG. AUD. BY ¼ HR. %	3.2	2.6	2.1	1.9	1.6	10.2	8.4	7.2	6.1	5.7	5.8	3.4	2.5	2.1							
TV HOUSEHOLDS USING TV WK 1			52.0	45.0	35.9	30.3	26.2	23.0	19.7	35.6	32.2	28.8	25.9	22.5	19.8	17.2	15.3	13.2					
(See Def. 1)			51.5	42.5	32.9	28.2	23.9	21.2	18.4	35.6	31.5	27.3	24.6	21.7	19.2	17.1	15.1	13.2					

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-17 (1) FOR REMAINING RATINGS, SEE OP PAGES. (2) F.I.L., ABC, (11:47-11:55PM).

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

(3) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA). (4) 'NBC REPORTS', NBC, (10:03-11:03PM)(S).

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,130 4.2				3,950 5.3													
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY 1/4 HR. %																			
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,980 4.0				3,870 5.2								4,620 6.2		5,220 7.0			
	AVERAGE AUDIENCE (Households (000) & %)	1,860 2.5				2,460 3.3				3,280 4.4				3,950 5.3		4,470 6.0				
	SHARE OF AUDIENCE %	17				17 *				17 *				28		31				
	AVG. AUD. BY 1/4 HR. %	2.4				2.7				3.3				3.5		4.9		5.6		
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,470 6.0				4,540 6.1								3,580 4.8		3,800 5.1			
	AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0				3,730 5.0								3,050 4.1		3,280 4.4				
	SHARE OF AUDIENCE %	30				30								22		23				
	AVG. AUD. BY 1/4 HR. %	4.9				5.1				5.0				4.9		4.0		4.3		
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,130 4.2				3,650 4.9													
	AVERAGE AUDIENCE (Households (000) & %)	2,310 3.1				2,980 4.0														
	SHARE OF AUDIENCE %	20				23														
	AVG. AUD. BY 1/4 HR. %	3.0				3.3				4.1				4.0						
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,130 4.2				3,800 5.1								4,120 5.8		4,920 6.6			
	AVERAGE AUDIENCE (Households (000) & %)	1,860 2.5				2,380 3.2				3,730 5.0				3,730 5.0		4,170 5.6				
	SHARE OF AUDIENCE %	17				16 *				18				26		29				
	AVG. AUD. BY 1/4 HR. %	2.5				2.7				3.0				3.5		4.8		5.2		
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,400 5.9				4,250 5.7								3,730 5.0		4,020 5.4			
	AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0				3,430 4.6								3,130 4.2		3,430 4.6				
	SHARE OF AUDIENCE %	30				28								22		24				
	AVG. AUD. BY 1/4 HR. %	4.9				5.0				4.5				4.0		4.4		4.5		
TV HOUSEHOLDS USING TV WK 1		7.3	9.9	12.2	13.6	15.3	16.8	16.7	16.9	17.7	18.7	18.5	18.9	18.9	19.5	19.3	19.7			
(See Def. 1) WK 2		7.7	9.9	11.9	13.5	14.4	15.7	16.3	16.4	17.4	18.3	18.6	19.0	19.0	19.5	19.3	19.9			
U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter hours)																				



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 27-DEC. 1, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,170 5.6		6,560 8.8		4,620 6.2		6,710 9.0		8,940 12.0					7,820 10.5			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		4,840 6.5		6,710 9.0		6,260 8.4				7,750 10.4					7,970 10.7	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,400 5.9		4,990 6.7		4,540 6.1				3,800 5.1		6,850 9.2					5,220 7.0	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		6,710 9.0		4,840 6.5		6,410 8.6		8,270 11.1					7,230 9.7			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,290 7.1		4,770 6.4		6,630 8.9		6,110 8.2				7,970 10.7					7,970 10.7	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,320 5.8		4,770 6.4		4,400 5.9				3,500 4.7		6,480 8.7					4,990 6.7	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>TV HOUSEHOLDS USING TV</b>																	
(See Def. 1)																	
WK 1	21.2	21.1	22.5	23.4	24.6	25.5	25.4	26.0	26.1	26.6	27.0	27.4	28.0	28.5	27.9	28.8	
WK 2	20.1	21.4	22.6	23.5	23.8	24.5	24.4	24.9	24.9	25.4	25.1	26.0	26.1	26.8	27.4	28.4	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. DEC. 4-8, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	ABC TV	8,420 11.3				5,070 6.8											9,830 13.2	
	AVERAGE AUDIENCE (Households (000) & %)	General Hospital																8,570 11.5	
	SHARE OF AUDIENCE %	Edge of Night MTUWF (1)					4,540 6.1											20 11.4	11.7
	AVG. AUD. BY 1/4 HR. %		6,330 8.5	8.3*		8.3*	28	28*	18										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	CBS TV			7,000 9.4		4,320 5.8											12,960 17.4	
	AVERAGE AUDIENCE (Households (000) & %)	Guiding Light																11,550 15.5	
	SHARE OF AUDIENCE %	M*A*S*H			5,890 8.4*	7.9	3,730 5.0											27 15.2	15.7
	AVG. AUD. BY 1/4 HR. %	Match Game '78 MTUWF (1)	8.2	8.5	7.4	8.5	4.8	5.1											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	NBC TV	7,970 10.7															12,590 16.9	
	AVERAGE AUDIENCE (Households (000) & %)	Another World (2)																10,950 14.7	
	SHARE OF AUDIENCE %	(1)	5,960 8.0	7.4*		8.6*												26 14.4	15.0
	AVG. AUD. BY 1/4 HR. %	Special (OP)	7.2	7.6	8.7	8.6													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	ABC TV	8,128 10.9				4,920 6.6											9,690 13.0	
	AVERAGE AUDIENCE (Households (000) & %)	General Hospital																8,340 11.2	
	SHARE OF AUDIENCE %	Edge of Night	6,180 8.3	7.8*		8.8*	5.9											20 10.8	11.7
	AVG. AUD. BY 1/4 HR. %	Special (OP)	7.8	7.9	8.7	8.9	5.9	5.9											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	CBS TV			6,710 9.0													12,670 17.0	
	AVERAGE AUDIENCE (Households (000) & %)	Guiding Light																11,320 15.2	
	SHARE OF AUDIENCE %	M*A*S*H			5,660 8.5*	7.6												27 15.0	15.2
	AVG. AUD. BY 1/4 HR. %	Special (OP)	8.5	8.5	7.2	7.9													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	NBC TV	7,380 9.9															12,290 16.5	
	AVERAGE AUDIENCE (Households (000) & %)	Another World (2)																10,800 14.5	
	SHARE OF AUDIENCE %		5,510 7.4	6.8*		8.0*												26 14.2	14.8
	AVG. AUD. BY 1/4 HR. %		6.6	7.0	7.9	8.1													
TV HOUSEHOLDS USING TV WK 1		WK 1	29.4	30.8	31.4	33.1	32.7	33.8	35.7	38.0	40.3	43.1	45.6	49.0	53.0	55.0	55.8	57.6	
(See Def. 1)		WK 2	28.8	29.9	31.1	32.7	32.6	34.6	35.3	37.5	39.7	42.8	45.0	48.0	52.5	54.7	55.8	56.6	

U. S. TV Households: 74,500,000

P Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,430 4.6		4,540 6.1		5,810 7.8		4,400 5.9		5,220 7.0		6,030 8.1		
	ABC TV							Scooby's All-Stars I (OP)	Scooby's All-Stars II	Scooby's All-Stars III (OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2	Challenge of the Superfriends 3 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7		3,730 5.0		4,540 6.1		3,580 4.8		4,620 6.2		4,920 6.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 3.5		22 3.8		22 4.8		20 5.9		24 6.0		26 6.3		26.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,840 6.5		6,410 8.6		8,940 12.0		9,690 13.0		9,760 13.1		7,520 10.1		
	CBS TV							All New Popeye Hour I (OP)	All New Popeye Hour II (OP)	Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I					
	AVERAGE AUDIENCE (Households (000) & %)					3,800 5.1		5,360 7.2		7,230 9.7		8,340 11.2		8,490 11.4		6,710 9.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 4.7		37 5.6		41 7.0		43 11.4		41 11.1		34 9.4		26.5
W E K 1	TOTAL AUDIENCE (Households (000) & %)					2,760 3.7		3,730 5.0		4,990 6.7		5,740 7.7		5,440 7.3		6,110 8.2		
	NBC TV						Land of the Lost (SUS.)	Galaxy Goof-Ups	Fantastic Four	Godzilla Super 90 I	Godzilla Super 90 II	Godzilla Super 90 III (OP)	Daffy Duck (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					2,160 2.9		3,050 4.1		4,250 5.7		4,920 6.6		4,770 6.4		4,990 6.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 2.9		22 2.8		25 3.6		26 6.1		24 6.8		25 6.4		25.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,280 4.4		5,220 7.0		5,810 7.8		5,890 7.9		6,180 8.3		7,520 10.1		
	ABC TV							Scooby's All-Stars I (OP)	Scooby's All-Stars II	Scooby's All-Stars III (OP)	Challenge of the Superfriends I	Challenge of the Superfriends 2	Challenge of the Superfriends 3 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7		4,170 5.6		4,920 6.6		5,140 6.9		5,510 7.4		6,630 8.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 3.3		28 4.1		26 5.2		27 6.4		27 7.5		31 9.0		26.8
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,730 5.0		5,220 7.0		6,710 9.0		8,720 11.7		8,940 12.0		8,200 11.0		
	CBS TV							All New Popeye Hour I (OP)	All New Popeye Hour II (OP)	Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I					
	AVERAGE AUDIENCE (Households (000) & %)					2,910 3.9		4,320 5.8		5,740 7.7		7,450 10.0		7,670 10.3		6,850 9.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 3.5		31 4.4		32 5.5		37 10.4		36 10.0		31 9.3		29.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,240 3.0		4,170 5.6		5,440 7.3		5,960 8.0		6,110 8.2		5,740 7.7		
	NBC TV						Land of the Lost (SUS.)	Galaxy Goof-Ups	Fantastic Four	Godzilla Super 90 I	Godzilla Super 90 II	Godzilla Super 90 III (OP)	Daffy Duck (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,940 2.6		3,350 4.5		4,470 6.0		5,220 7.0		5,440 7.3		4,840 6.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 2.5		25 2.8		27 3.8		27 5.2		26 7.1		21 6.2		26.8
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		5.2	6.8	8.5	10.7	13.6	15.9	18.2	20.4	22.7	24.7	26.0	26.6	27.5	27.8	26.6	27.0	
U. S. TV Households: 74,500,000		5.6	6.5	8.3	10.0	12.1	14.7	17.5	20.3	23.0	24.8	26.1	27.8	28.3	29.1	29.5	29.6	

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. DEC. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,440 7.3		4,990 6.7		5,070 6.8		6,180 8.3	17,360 23.3									
<b>ABC TV</b>																	
	Fangface	(OP)	All New Pink Panther	(OP)	ABC Weekend Specials "THE WINGED COLT" Pt. I	(I)											
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,320 5.8		4,020 5.4		4,170 5.6		5,810 7.8	9,310 12.5									
<b>SHARE OF AUDIENCE</b> %	24		23		18		27	39			10.6*				11.4*		12.2*
<b>AVG. AUD. BY 1/4 HR.</b> %	5.5	6.0	5.4	5.4	5.1	6.1	7.9	9.0	10.2	11.1	11.1	11.1	11.7	12.4	12.0	12.8	13.6
<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,870 11.9		7,520 10.1		6,630 8.9		7,670 10.3	5,510 7.4	4,470 6.0								
<b>CBS TV</b>																	
	Tarzan & the Super Seven 2	(OP)	Tarzan & the Super Seven 3	(OP)	Space Academy	(OP)	Fat Albert and the Cosby Kids	(OP)	Ark II	(OP)	30 Minutes						
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,000 9.4		6,180 8.3		5,590 7.5		6,030 8.1	4,470 6.0	3,580 4.8								
<b>SHARE OF AUDIENCE</b> %	35		30		26		27	19	15								
<b>AVG. AUD. BY 1/4 HR.</b> %	9.8	9.1	8.4	8.2	7.6	7.5	8.0	8.3	5.9	6.2	5.1	4.5					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,470 6.0		4,770 6.4		5,660 7.6		4,990 6.7										
<b>NBC TV</b>																	
	Yogi's Space Racer		Yogi's Space Racer II	(OP)	Fabulous Funnies		Bay City Rollers										
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,500 4.7		4,100 5.5		4,770 6.4		4,170 5.6										
<b>SHARE OF AUDIENCE</b> %	18		20		22		19										
<b>AVG. AUD. BY 1/4 HR.</b> %	4.9	4.6	5.4	5.6	6.2	6.6	5.6	5.5									
<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,410 8.6		5,360 7.2		4,920 6.6		6,480 8.7										
<b>ABC TV</b>																	
	Fangface	(OP)	All New Pink Panther	(OP)	ABC Weekend Specials "THE WINGED COLT" Pt. II		American Bandstand '78										
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,770 6.4		4,400 5.9		3,870 5.2		3,730 5.0	4,970 6.9	5,070 7.0								
<b>SHARE OF AUDIENCE</b> %	24		23		18		15	15*	15*								
<b>AVG. AUD. BY 1/4 HR.</b> %	6.2	6.6	5.4	6.3	4.8	5.6	4.9	5.0	5.1								
<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,870 11.9		7,600 10.2		7,820 10.5		9,390 12.6	6,630 8.9	6,780 9.1								
<b>CBS TV</b>																	
	Tarzan & the Super Seven 2	(OP)	Tarzan & the Super Seven 3	(OP)	Space Academy	(OP)	Fat Albert and the Cosby Kids	(OP)	Ark II	(OP)	30 Minutes						
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,150 9.6		6,410 8.6		6,560 8.8		7,820 10.5	5,590 7.5	5,360 7.2								
<b>SHARE OF AUDIENCE</b> %	33		30		30		33	21	20								
<b>AVG. AUD. BY 1/4 HR.</b> %	10.2	9.0	8.5	8.6	8.7	9.0	10.1	10.9	7.5	7.6	7.3	7.0					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,890 7.9		4,620 6.2		4,320 5.8		5,960 8.0	21,900 29.4									
<b>NBC TV</b>																	
	Yogi's Space Racer		Yogi's Space Racer II	(OP)	Fabulous Funnies		NFL '78 — NBC (12:30-1:00PM)										
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,470 6.0		4,020 5.4		3,430 4.6		4,920 6.6	10,280 13.8	11,570 15.5*								
<b>SHARE OF AUDIENCE</b> %	20		18		15		22	41	34*								
<b>AVG. AUD. BY 1/4 HR.</b> %	6.1	5.9	5.8	5.0	4.7	4.6	6.3	6.9	10.8	12.2	12.7	13.1	13.3	12.6	13.9	15.1	
<b>TV HOUSEHOLDS USING TV</b>																	
<b>WK 1</b>	27.0	26.9	27.1	27.7	28.2	29.1	29.8	30.9	31.7	32.4	31.9	31.9	32.2	32.4	32.9	33.6	
<b>WK 2</b>	29.3	29.0	28.5	29.0	29.2	30.5	31.3	32.2	33.5	34.1	32.9	33.0	33.0	33.5	34.5	35.3	

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:47PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A 36

DAY SAT. DEC. 9, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)					10,580 14.2	23,240 31.2											
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>1</b>																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>CBS TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
<b>SHARE OF AUDIENCE %</b>																	
<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)																	
<b>WK 2</b>																	

A-29

U.S. TV Households: 74,500,000

Varying durations reported in terms of maximum common duration.

(1) For remaining ratings, see of pages. (2) "NCAA Football Post Game", ABC, (3:52-4:03PM).

(3) NFL vs. PITTSBURGH, ABC, (3:52-4:03PM).

(4) "NFL Football Post-NBC-Sat", NBC, (3:51-4:06PM).

(R) Repeat, see page 8.

(UP) See Other Programs Section, Page A-38.

DAY SAT. DEC. 9, 1978





NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. DEC. 3, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	TOTAL AUDIENCE (Households (000) & %)	3,580 4.8		3,130 4.2		2,830 3.8		3,500 4.7										
	ABC TV																	
	Kids Are People Too III																	
	Animals, Animals, Animals (OP)																	
	Issues And Answers																	
E	AVERAGE AUDIENCE (Households (000) & %)	2,980 4.0		2,460 3.3		2,310 3.1		2,460 3.3										
	SHARE OF AUDIENCE %	17		14		12		10										
	AVG. AUD. BY 1/4 HR. %	3.9	4.0	3.3	3.3	2.9	3.4	3.4	3.2									
	CBS TV																	
	Camera Three (SUS.)																	
K	Face the Nation																	
	CBS NFL Football Pre Game																	
	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-5:22PM) ~																	
	11,920 16.0																	
	14.0* 39																	
1	SHARE OF AUDIENCE %	17		13		30		39		41 *		15.9*		40 *		16.4*		16.5*
	AVG. AUD. BY 1/4 HR. %	3.9	4.0	3.3	3.3	2.9	3.4	3.4	3.2	13.1	15.0	15.6	16.2	16.2	16.7	16.4	16.7	16.7
	TOTAL AUDIENCE (Households (000) & %)						2,760 3.7		4,400 5.9		18,480 24.8							
	NBC TV																	
	Meet the Press																	
W	AVERAGE AUDIENCE (Households (000) & %)						2,240 3.0		3,280 4.4		9,460 12.7		11.1*		13.6*		12.5*	12.8*
	SHARE OF AUDIENCE %						13		15		31		32 *		34 *		30 *	30 *
	AVG. AUD. BY 1/4 HR. %						3.0	3.1	4.0	4.8	9.6	12.6	13.3	13.8	13.1	12.4	13.3	13.3
	ABC TV																	
	Kids Are People Too III																	
E	Animals, Animals, Animals (OP)																	
	Issues And Answers																	
	1978 College Football (12:30-1:00PM)																	
	Directions (SUS.)																	
	2,910 3.9																	
K	SHARE OF AUDIENCE %	17																
	AVG. AUD. BY 1/4 HR. %	4.0	3.7	2.8	3.0	3.1	3.1	3.1	3.2									
	TOTAL AUDIENCE (Households (000) & %)	3,430 4.6		2,680 3.6		3,280 4.4		2,830 3.8										
	CBS TV																	
	Camera Three (SUS.)																	
2	Face the Nation																	
	CBS NFL Football Pre Game																	
	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:00PM) ~																	
	14,080 18.9																	
	15.1* 50																	
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %	17		14		34		50		50 *		18.2*		54 *		19.4*		20.3*
	AVG. AUD. BY 1/4 HR. %	4.0	3.7	2.8	3.0	3.1	3.1	3.1	3.2	13.7	16.5	17.7	18.6	19.6	19.2	20.5	20.0	20.0
	TOTAL AUDIENCE (Households (000) & %)						2,980 4.0		3,050 4.1		16,690 22.4							
	NBC TV																	
	Meet the Press																	
A 23	AVERAGE AUDIENCE (Households (000) & %)						2,310 3.1		2,310 3.1		5,890 7.9		6.1*		6.8*		6.8*	6.6*
	SHARE OF AUDIENCE %						13		12		20		20 *		20 *		18 *	16 *
	AVG. AUD. BY 1/4 HR. %						3.2	3.1	3.1	3.1	5.6	6.5	6.6	6.9	6.7	6.9	6.3	6.9
	WK 1	22.9	23.5	23.4	24.1	25.0	27.4	31.1	32.8	34.9	38.4	40.8	42.2	43.0	43.0	42.9	44.0	44.0
	WK 2	22.4	23.4	24.4	26.3	27.3	27.7	29.4	31.2	31.8	34.0	34.9	37.3	39.5	41.2	41.9	42.3	42.3
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subsequent hours)																		

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

A-33 ~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. DEC. 10, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV	AVERAGE AUDIENCE (Households (000) & %)																	
	ABC TV	SHARE OF AUDIENCE %																	
	ABC TV	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	AVERAGE AUDIENCE (Households (000) & %)																	
	CBS TV	SHARE OF AUDIENCE %																	
	CBS TV	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV	AVERAGE AUDIENCE (Households (000) & %)																	
	NBC TV	SHARE OF AUDIENCE %																	
	NBC TV	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV	AVERAGE AUDIENCE (Households (000) & %)																	
	ABC TV	SHARE OF AUDIENCE %																	
	ABC TV	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	AVERAGE AUDIENCE (Households (000) & %)																	
	CBS TV	SHARE OF AUDIENCE %																	
	CBS TV	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV	AVERAGE AUDIENCE (Households (000) & %)																	
	NBC TV	SHARE OF AUDIENCE %																	
	NBC TV	AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1			44.1	45.4	45.9	46.4	46.9	47.7	48.9	49.8	52.0	53.4	53.9	55.4	58.2	60.6	62.0	62.3	
(See Def. 1)			43.0	43.7	44.7	46.2	46.1	45.8	46.1	45.5	46.3	48.0	49.7	51.5	54.2	55.7	56.8	59.1	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

† VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) "NFL FOOTBALL POST 2-NBC", NBC, (6:54-6:59PM), FOR RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1				WEEK 2										
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																		
ABC	9.00-11.55PM	NFL MONDAY NIGHT FOOTBALL		11.00	FOR RTGS SEE PAGE A-2					15.1	FOR RTGS SEE PAGE A-3				14.0			
	9.00-11.40PM			11.15				14.9*	27*	14.7			13.8*	26*	13.6			
				11.30						14.0					13.1			
				11.45				13.5*	32*	12.7								
EVENING TUESDAY																		
ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK		11.30	8,270	11.1	6,030	8.1	30	8.4	8,120	10.9	5,890	7.9	30	8.7		
				11.45				8.2*	27*	8.0				8.2*	27*	7.8		
				12.00						8.3						7.8		
				12.15				8.1*	31*	8.0				7.7*	32*	7.7		
				12.30						8.0						7.1		
ABC	12.41- 1.25AM	TUESDAY MOVIE-WEEK PART2		12.30	6,030	8.1	5,660	7.6	40	7.9	6,180	8.3	5,440	7.3	41	7.3		
	12.41- 1.21AM			12.45						7.8						7.2		
				1.00						7.5						7.4		
				1.15				7.4*	42*	7.3				7.4*	45*	7.6		
EVENING WEDNESDAY																		
ABC	11.30-12.37AM	POLICE WOMAN		11.30	7,000	9.4	5,070	6.8	24	7.5	7,750	10.4	5,360	7.2	26	8.5		
	11.30-12.38AM			11.45				7.3*	23*	7.2				8.1*	25*	7.7		
				12.00						6.6						7.0		
				12.15				6.4*	25*	6.3				6.7*	27*	6.4		
ABC	12.37- 1.25AM	SWAT-WED		12.30	3,430	4.6	2,610	3.5	20	5.7	3,130	4.2	2,530	3.4	21	5.3		
	12.38- 1.25AM			12.45						3.9*						20*	4.3	3.6
				1.00						3.7						3.1	3.7	3.5
				1.15						3.2*						21*	3.2	3.5
																		3.2
EVENING THURSDAY																		
ABC	11.30-12.37AM	STARKY AND HUTCH-11:30		11.30	7,000	9.4	4,690	6.3	22	7.0	8,270	11.1	5,740	7.7	27	8.9		
	11.30-12.40AM			11.45						6.8*						21*	6.6	7.9
				12.00													6.4	
				12.15						6.3*						24*	6.1	7.3
				12.30													4.9	7.2
ABC	12.37- 1.21AM	SWAT-THUR		12.30	3,280	4.4	2,240	3.0	17	3.5	4,770	6.4	4,250	5.7	33	6.2		
	12.40- 1.30AM			12.45						3.3*						17*	3.2	5.8
				1.00													2.7	5.7
				1.15													2.9	5.3
EVENING FRIDAY																		
ABC	9.00-12.17AM	NCAA FOOTBALL SPECIAL(S)		11.00	FOR RTGS SEE PAGE A-10					13.4								
				11.15				13.0*	24*	12.6								
				11.30						12.2								
				11.45				11.5*	25*	10.8								
				12.00						10.1								
				12.15						8.9								

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

OTHER PROGRAMS																									
			WEEK 1					WEEK 2																	
DAY	NFTWORK TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR										
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			HOUSEHOLDS	SHARE													
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%										
EVENING FRIDAY CONT'D																									
ABC	12.49- 1.55AM	BARETTA-11:30PM	11.30							8,270	11.1	5,440	7.3	23	7.2										
			11.45													7.4*	21*	7.6							
			12.00																7.3*	25*	7.4				
			12.15																			7.3	6.5		
			12.30																						
			12.45	4,400	5.9	2,760	3.7	17	4.5																
			1.00						4.1																
			1.15				3.7*	17*	3.3																
			1.30						3.6																
			1.45				3.4*	19*	3.1																
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	5,220	7.0	2,760	3.7	23	4.7	4,770	6.4	2,530	3.4	22	4.7										
			1.15			4.4*	22*	4.1	4.4*							23*	4.1								
			1.30					3.9										3.3*	21*	3.7					
			1.45			3.8*	25*	3.7													2.4*	19*	3.0		
			2.00					3.3																2.5	
			2.15			3.0*	24*	2.6																	2.4
EVENING SATURDAY																									
ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.	9.45	17,430	23.4	17,430	23.4	39	23.4	16,090	21.6	16,090	21.6	36	21.6										
			11.00	7,520	10.1	7,230	9.7	19	9.7							6,630	8.9	6,330	8.5	17					

CBS	8.58- 8.59PM NEWSBREAK-SAT.	8.45	8,640	11.6	8,640	11.6	20	11.6	7,900	10.6
NBC	8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	12,290	16.5	12,290	16.5	28	16.5	13,340	17.9
NBC	11.30-12.50AM SATURDAY NIGHT	11.30	14,680	19.7	9,910	13.3	39	13.5	14,600	19.6
	11.30-12.48AM	11.45								10,280
		12.00								13.8
		12.15								14.0*
		12.30								39
		12.45								14.2
EVENING SUNDAY										
ABC	8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	14,080	18.9	14,080	18.9	26	18.9	13,930	18.7
ABC	8.57- 8.59PM								13,260	17.8
ABC	9.00-11.47PM NFL FOOTBALL SPECIAL(S)	11.45	FOR RTGS SEE PAGE A-14					16.1		26
CBS	8.58- 8.59PM NEWSBREAK-SUN.	8.45	16,840	22.6	16,840	22.6	31	22.6	17,140	23.0
NBC	7.03- 8.03PM WONDERFUL WORLD OF DISNEY	8.00								33
NBC	8.03-10.03PM CENTENNIAL	10.00								17.3
NBC	8.58- 8.59PM NBC NEWS UPDATE-SUN.	8.45	16,610	22.3	16,610	22.3	31	22.3	13,410	18.0
NBC	9.01- 9.02PM	9.00								1.5*
NBC	11.30- 1.35AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16					3.3		9*
	11.33- 1.11AM	1.00						3.3		1.4
		1.15						3.2		
		1.30						2.7		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE		HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE		
EVENING MONDAY-FRIDAY																	
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F	M-F	8.45	13,630	18.3	13,630	18.3	28	14.4	13,480	18.1	13,480	18.1	28	15.3
					9.45						20.9						20.0
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F	8.15	12,440	16.7	12,440	16.7	25	13.5						
					8.45						17.5	12,740	17.1	12,740	17.1	26	17.1
CBS	12.42-	1.25AM	LATE MOVIE II	M-F	12.00	4,400	5.9	3,730	5.0	26	6.9	4,250	5.7	3,650	4.9	28	6.4
	12.42-	1.22AM			12.15				6.3*	25*	6.0				6.0*	25*	5.7
					12.30						5.7						5.7
					12.45				6.2*	32*	5.3				5.6*	29*	5.5
					1.00						4.8						5.3
					1.15				4.6*	27*	4.2				5.2*	33*	4.7
					1.30						3.5						3.8
					1.45										3.8*	28*	3.8
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	12,290	16.5	12,290	16.5	25	16.5	11,030	14.8	11,030	14.8	22	14.8
DAY MONDAY-FRIDAY																	
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							7,300	9.8	4,620	6.2	17	5.8
					4.45										5.8*	17*	5.8
					5.00												6.6
CBS	10.30-	11.30AM	MAGAZINE(S)	THU.	5.15										6.7*	17*	6.8
					10.30							5,660	7.6	3,800	5.1	24	5.1
					10.45										5.2*	25*	5.2
					11.00												5.2
					11.15										5.1*	23*	5.1
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,540	6.1	4,020	5.4	24	5.4	4,620	6.2	4,170	5.6	24	5.6
CBS	4.00-	4.30PM	JOEY AND REDHAWK PT I(S)	MON.	4.00							5,740	7.7	4,920	6.6	19	6.7
					4.15												6.5
CBS	4.00-	4.30PM	JOEY AND REDHAWK PT II(S)	TUE.	4.00							5,070	6.8	4,400	5.9	18	5.7
					4.15												6.2
CBS	4.00-	4.30PM	JOEY AND REDHAWK PT III(S)	WED.	4.00							6,480	8.7	5,590	7.5	23	7.3
					4.15												7.6
CBS	4.00-	4.30PM	JOEY AND REDHAWK PT IV(S)	THU.	4.00							5,890	7.9	5,070	6.8	21	6.6
					4.15												7.0
CBS	4.00-	4.30PM	JOEY AND REDHAWK PT V(S)	FRI.	4.00							6,180	8.3	5,220	7.0	20	7.0
					4.15												6.9
NBC	1.00-	1.30PM	HOLLYWOOD SQUARES(B)	THU.	1.00	1,940	2.6	1,710	2.3	9	2.2						
					1.15						2.3						
NBC	4.00-	5.00PM	SPECIAL TREAT(S)	TUE.	4.00	8,340	11.2	6,330	8.5	23	7.3						
					4.15				7.5*	21*	7.6						
					4.30						9.4						
					4.45				9.5*	24*	9.6						
DAY SATURDAY																	
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM		8.15	3,430	4.6	3,280	4.4	23	4.4	3,580	4.8	2,980	4.0	29	4.0
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM		9.15	4,690	6.3	4,250	5.7	20	5.7	5,220	7.0	4,690	6.3	25	6.3
ABC	10.56-	10.59AM	DEAR ALEX & ANNIE-10.56AM		10.45	4,770	6.4	4,470	6.0	23	6.0	6,410	8.6	6,030	8.1	28	8.1

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NFTWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY CONT'D																
	ABC	11.26-11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	4,470	6.0	4,320	5.8	24	5.8	4,620	6.2	4,320	5.8	22	5.8
	ABC	11.56-11.59AM	DEAR ALEX & ANNIE-11.56AM	11.45	3,650	4.9	3,430	4.6	19	4.6	4,470	6.0	4,170	5.6	22	5.6
	ABC	12.30-12.47PM	NCAA FOOTBALL PRE GAME	12.45	FOR RTGS SEE PAGE A-26					7.4						
	ABC	12.47- 3.52PM	NCAA FOOTBALL GAME	3.45	FOR RTGS SEE PAGE A-26				15.2*	44*	15.1					
	ABC	3.52- 4.03PM	NCAA FOOTBALL POST GAME	4.00	FOR RTGS SEE PAGE A-28					14.2						
	CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM	8.15	4,770	6.4	4,540	6.1	38	6.1	3,800	5.1	3,580	4.8	33	4.8
	CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM	8.45	6,110	8.2	5,660	7.6	37	7.6	4,540	6.1	4,020	5.4	27	5.4
	CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	8,490	11.4	8,270	11.1	45	11.1	6,330	8.5	6,030	8.1	33	8.1
	CBS	9.59-10.02AM	IN THE NEWS- 9.59AM	9.45	8,420	11.3	8,200	11.0	40	10.8	7,750	10.4	7,380	9.9	35	10.1
				10.00						11.1						9.9
	CBS	10.26-10.29AM	IN THE NEWS-10.26AM	10.15	8,640	11.6	7,900	10.6	38	10.6	8,720	11.7	7,820	10.5	35	10.5
	CBS	11.33-11.36AM	IN THE NEWS-11.33AM	11.30	6,930	9.3	6,480	8.7	32	8.7	6,410	8.6	6,330	8.5	30	8.5
	CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	6,930	9.3	6,110	8.2	30	8.2	7,150	9.6	6,560	8.8	30	8.8
	CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15	5,810	7.8	5,140	6.9	24	6.9	6,930	9.3	6,560	8.8	29	8.8

CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,890	7.9	5,660	7.6	25	7.6	8,420	11.3	7,820	10.5	32	10.5
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,690	6.3	4,320	5.8	18	5.8	6,110	8.2	5,510	7.4	21	7.4
NBC 10.27-10.29AM METRIC MARVELS-10:27AM	10.15	4,770	6.4	4,620	6.2	24	6.2	5,890	7.9	5,660	7.6	27	7.6
NBC 10.57-10.59AM METRIC MARVELS-10:57AM	10.45	5,360	7.2	5,140	6.9	26	6.9	4,990	6.7	4,990	6.7	22	6.7
NBC 11.57-11.59AM METRIC MARVELS-11:57AM	11.45	4,690	6.3	4,540	6.1	22	6.1	4,020	5.4	3,870	5.2	17	5.2
NBC 1.00- 3.51PM NFL FOOTBALL GAME-NBC-SAT(S)	3.45										15.4*	43*	15.1
NBC 3.51- 4.06PM NFL FOOTBALL POST-NBC-SAT(S)	4.00							FOR RTGS SEE PAGE A-27					
								FOR RTGS SEE PAGE A-29					10.9
DAY SUNDAY													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,760	3.7	2,610	3.5	15	3.5	2,240	3.0	2,010	2.7	10	2.7
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM-SUN.	9.15	2,090	2.8	2,090	2.8	16	2.8	1,710	2.3	1,560	2.1	12	2.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM-SUN.	9.45	2,090	2.8	2,010	2.7	14	2.7	1,710	2.3	1,560	2.1	11	2.1
CBS 1.00- 4.01PM CBS NFL FOOTBALL GAME 1	4.00												
NBC 1.00- 4.17PM NFL FOOTBALL GAME 1-NBC	4.15												
NBC 4.00- 7.00PM NFL FOOTBALL GAME 2-NBC	7.00							FOR RTGS SEE PAGE A-33					13.8
4.17- 7.03PM								FOR RTGS SEE PAGE A-35					21.1
NBC 6.54- 6.59PM NFL FOOTBALL POST 2-NBC	6.45	18,250	24.5	16,240	21.8	37	21.8						